

LIFE

URGENT SERIES REPORTED FROM THE INSIDE

A NATIONAL THREAT: HOFFA'S TEAMSTERS

PART I: SOURCES OF A UNION'S UNCURBED POWER

JIMMY HOFFA:
TEAMSTER BOSS
IN THE FIELD



MAY 18, 1959 **25** CENTS

Are you just a hair shade away from looking younger...prettier?

Why not take a new look at your hair right now! Are you really happy with the color? Is it fresh and lively, the most becoming shade it can be? Or does it seem a little dull and faded lately? Maybe gray is beginning to show! Because a woman's looks depend so much on the look and tone of her hair, you'll want to read these frank answers to your questions about haircoloring and what it can do for you.

What's new about coloring the hair?

Attitude, mostly. The idea of haircoloring has become as matter-of-fact as lipstick... as acceptable as correct make-up, proper dieting or any other aid to a smart, youthful appearance.

What's different about haircoloring today?

The natural look of it. With Miss Clairol® Hair Color Bath®, the clear, shining color penetrates deep into the hair shaft to shine outward, pretty much the same way as natural pigment does. This is entirely different from methods that merely coat the hair with color.

What about color rinses?

All rinses merely coat the hair shaft and are all right if you just want to deepen your hair color a bit or add a reddish cast. However, if like most women you wish to lighten or brighten a shade, to restore life to fading color or *really* cover gray, you must use a truly *lasting color* like Miss Clairol.



How do I know what color?

It's easy! Most women choose a richer, livelier version of their original hair color. But the best way is to consult your hairdresser. She'll show you, through the Clairol color chart, which of the twelve Miss Clairol shades or blending of shades will do the most for your complexion—for *you*! And you'll benefit too, from her experience in keeping hair beautiful. Also most women agree,

the luxury and relaxation of a salon treatment works wonders for the morale.

What's the right age to begin?

Any age is the right age if you're just a hair shade away from looking younger, prettier. Time has a way of dimming the glow in red and blonde hair in the early twenties, while brunette hair tends to *show gray* long before a woman is prepared to go gray. Today, you can cover gray or brighten hair color to a more becoming shade about as casually as you change your lipstick.



What's so dreadful about gray hair?

One might well ask what's so dreadful about looking old! Silvery or snow-white hair is sometimes very lovely but it's hardly young-looking. Mixed or streaky gray usually adds years to one's looks!

How will my hair like it?

Many women tell us that Miss Clairol actually leaves the hair in better condition than it was before. As important as the soft, natural-looking color in Miss Clairol are the remarkably effective conditioning oils that *carry the color into* the hair shaft... leaving it supple, glossy, resilient.

How much time does all this take?

From five to thirty minutes depending on the degree of change you are making. Even the first Miss Clairol treatment goes on quickly, easily, comfortably and with no pre-bleaching.

How will my family and friends like it?

When the hair color is soft and ladylike, as natural looking as Miss Clairol, *everybody* likes it. Husbands are proud of wives who stay young and attractive. Employers say a smart, youthful appearance helps to hold down a good job. But best of all, *you'll* be happier with your looks and this can make a world of difference in your poise, your confidence, your personality!



What else should I know about Miss Clairol?

Perhaps the quality that sets Miss Clairol apart is the caliber, integrity and long experience of the Clairol staff of scientists. The well-being of your hair, the natural look of Miss Clairol color are their chief concerns. You see bright, beautiful examples of Miss Clairol all around you but unless you're told, *you* can't tell, because "only *her* hairdresser knows for sure!" To receive the free booklet "The Truth About Haircoloring" write to Clairol Incorporated, Dept. L, Stamford, Conn.



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MORE WOMEN USE MISS CLAIROL THAN ANY OTHER HAIRCOLORING



**THINLINE AIR
CONDITIONERS**

General Electric Thinline cools a whole house in St. Louis for \$305

Left, below: The McKellys cool their modern home in St. Louis' brutal humidity with one Thinline Air Conditioner. As these case histories prove, no air conditioning job is too tough for General Electric Thinlines . . .



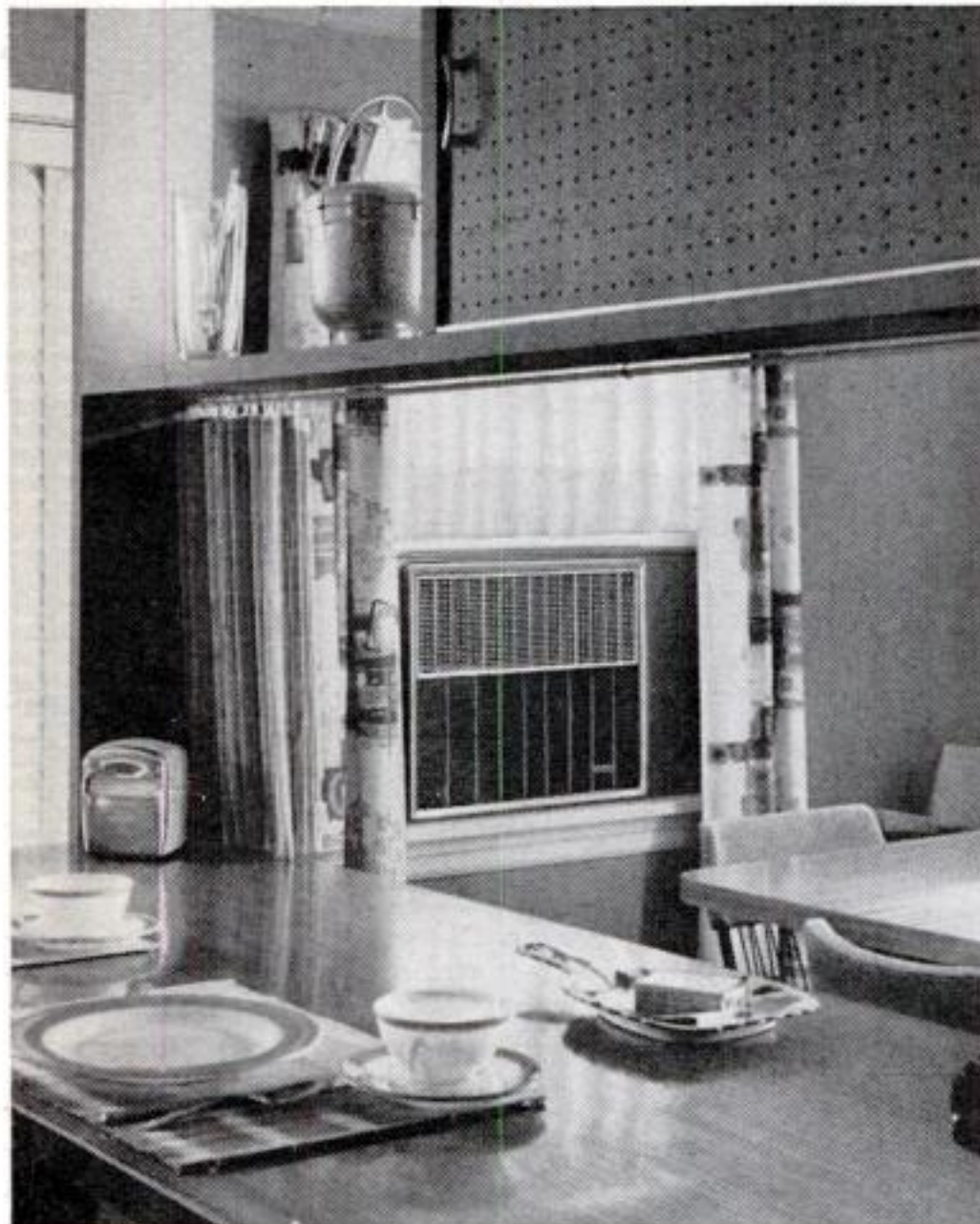
FLORISSANT (ST. LOUIS), MISSOURI



WESTFIELD, NEW JERSEY



ATLANTA, GEORGIA



THE JOB: To get the greatest possible cooling power for their money, Mr. and Mrs. Robert McKelly devoted time and thought to seeking the best value. "I'd wanted air conditioning a long time," says Mrs. McKelly, "so, when Bob got sick, that clinched it."

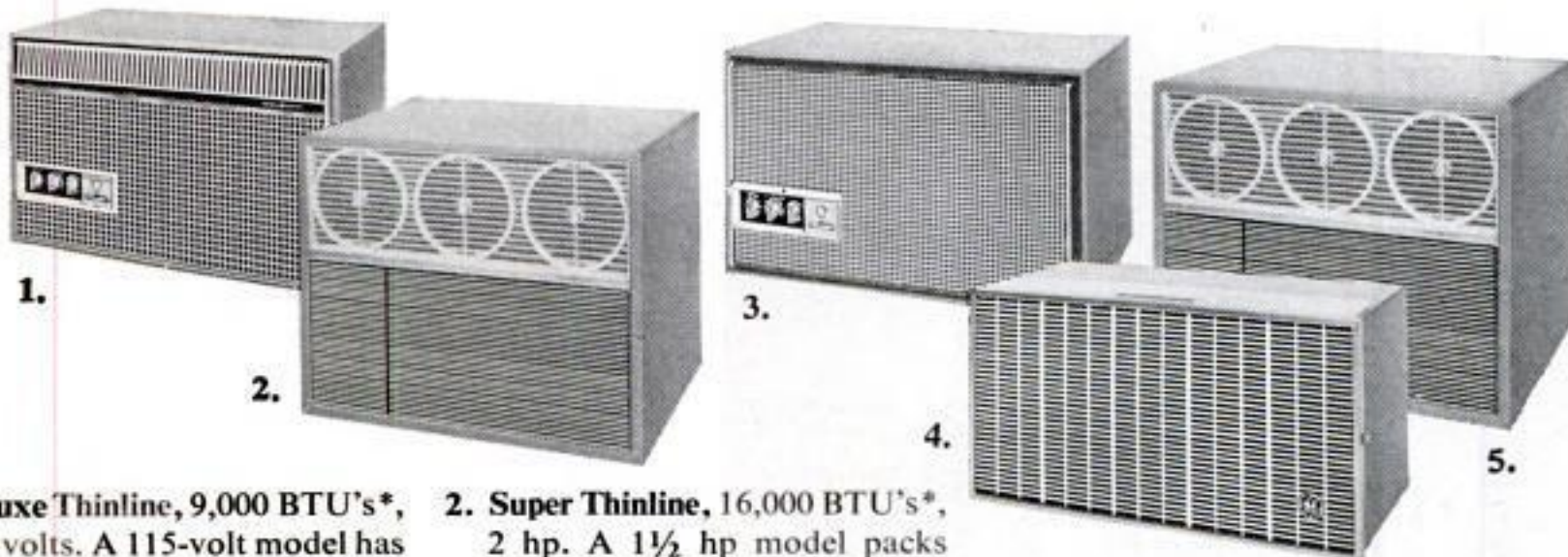
THE ANSWER: A 1½ hp, 14,500 BTU* General Electric Thinline in the dining el cools the entire McKelly home—1200 square feet. Mr. McKelly did the wiring, so for \$305 he has the cooling the doctor ordered. Mrs. McKelly has the comfort she's long wanted, and figures operating costs at \$5 a month. The house is well insulated, though unshaded.

THE JOB: Cooling a 5-room house at low cost . . . Mr. and Mrs. Richard M. George not only wanted to cool the 1720-square-foot, two-story house, but an installation that wouldn't eat up window space.

THE ANSWER: Three General Electric Thinlines of 10,000 BTU's* each cool the house so well that "we'd have to wear coats if we had all three on at the same time," according to Mr. George. All three go through the wall, fit flush, devour *no* windows. Two are installed in the upstairs bedrooms, and cool air spills down the stairwell to cool the first floor. The price: \$810 including installation.

THE JOB: Broiler heat and hay fever bothered the William J. Lindseys. "It gets awful hot here in the summertime—hovers around 94 degrees for a week at a time," states Mrs. Lindsey.

THE ANSWER: A 1½ hp General Electric Thinline pours 14,500 BTU's* of cooling into dining room, den, kitchen, utility and one bedroom—an area of 683 square feet. "We practically live around the air conditioner," Mrs. Lindsey vows. Because Mr. Lindsey is not a "handy Andy" the Lindseys paid \$25 to build it through the wall. The house is well shaded—a magnolia tree thwarts the afternoon sun.



1. Deluxe Thinline, 9,000 BTU's*, 230 volts. A 115-volt model has 6,500 BTU's* on 7.5 amps.

2. Super Thinline, 16,000 BTU's*, 2 hp. A 1½ hp model packs 13,000 BTU's*. Both 230 volts.

3. Custom Thinline, 8,500 BTU's*, 115 volts, 12 amps. 26" wide, 15½" high, 16½" deep.

4. Thinette, 6,000 BTU's*. 7.5 amps, 115 volts. 13" x 13" x 25". You-do-it installation.

5. All-Weather Thinline, 10,000 BTU's* of cooling; 10,000 BTU's* of heating.

Easy to afford, General Electric Thinlines are your biggest bargain in comfort. Comfortable terms available through General Electric Credit Corporation or through other reputable financing institutions. Ask your General Electric dealer which Thinline is right for you. General Electric Company, Room Air Conditioner Dept., Louisville 1, Kentucky.

*Capacities tested and rated in compliance with National Electrical Manufacturers' Assn. Standards CN 1-1958.

Progress Is Our Most Important Product

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This One



ON8J-NYU-K2KW



Menace of a mighty union

In this issue LIFE starts an urgent new series on Jimmy Hoffa's Teamsters union and its threat to the U.S. Part One of this inside story—the most searching ever made—probes the sources and measures the menace of the Teamsters' growing power.



TEAMSTER JIMMY HOFFA

Prize drama out of the Bible

Archibald MacLeish's drama *J.B.* has won a Pulitzer prize. LIFE tells the play's story with photos, excerpts and William Blake's engravings for the Book of Job, then assesses the work in an editorial and in articles by three eminent theologians.



ANGUISHED J.B.

EDWARD O. CERF, 1918–1959

In contrast to photographers and writers who sign their stories, editors find it hard to attain identity. It is almost impossible to identify the work of an individual editor, which ranges all across a publication.

The late Ed Cerf was an editor and his position on our masthead (p. 24), where he appears this week for the last time, indicates that he was a good one. He was. The people he served, the readers, could probably never identify him. Yet of course they sense that someone has the idea for each story—from a brief one-pager to a big series—and Ed Cerf was one of these someones. The readers sense that someone must, from time to time, brighten a paragraph by inserting a deft turn of phrase—he was a master in this phase of editing. To be able to match a story idea with the proper man to execute it is a gift—he had it.

Ed was a good editor in far more than a technical sense. To his great skill he added great zest, to his warm professional touch he added an even warmer touch as a human being and companion who made a notable contribution to the *esprit de corps* which the staff of any publication must have if it presumes to talk to other people. We miss him most for that.

THE EDITORS OF LIFE

30

COVER

Peering out the rear-view mirror of a truck in California, James R. Hoffa, president of the International Brotherhood of Teamsters, Chauffeurs, Warehousemen and Helpers of America, shows that he can handle a truck with the best of his union members (see pp. 30–41)

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\$72⁷⁵? Hmmmmmm!

THINK about it for a moment.

Nearly two million people have — and they've decided that the 60-second Polaroid Land Camera would be one of the most satisfactory buys they could make.

Why? Because here is the only camera in the world that completely eliminates the guesswork. Here's the only camera in the world that does away with the nuisance of waiting and wondering how pictures are going to turn out. Here's the only camera in the world that literally doubles the fun of picture-taking.

And, 60-second photography is *easy*. Just aim, snap the shutter—that's it! Because you see your pictures one minute later, you'll save money on film too. No more shooting up a whole roll just to get one

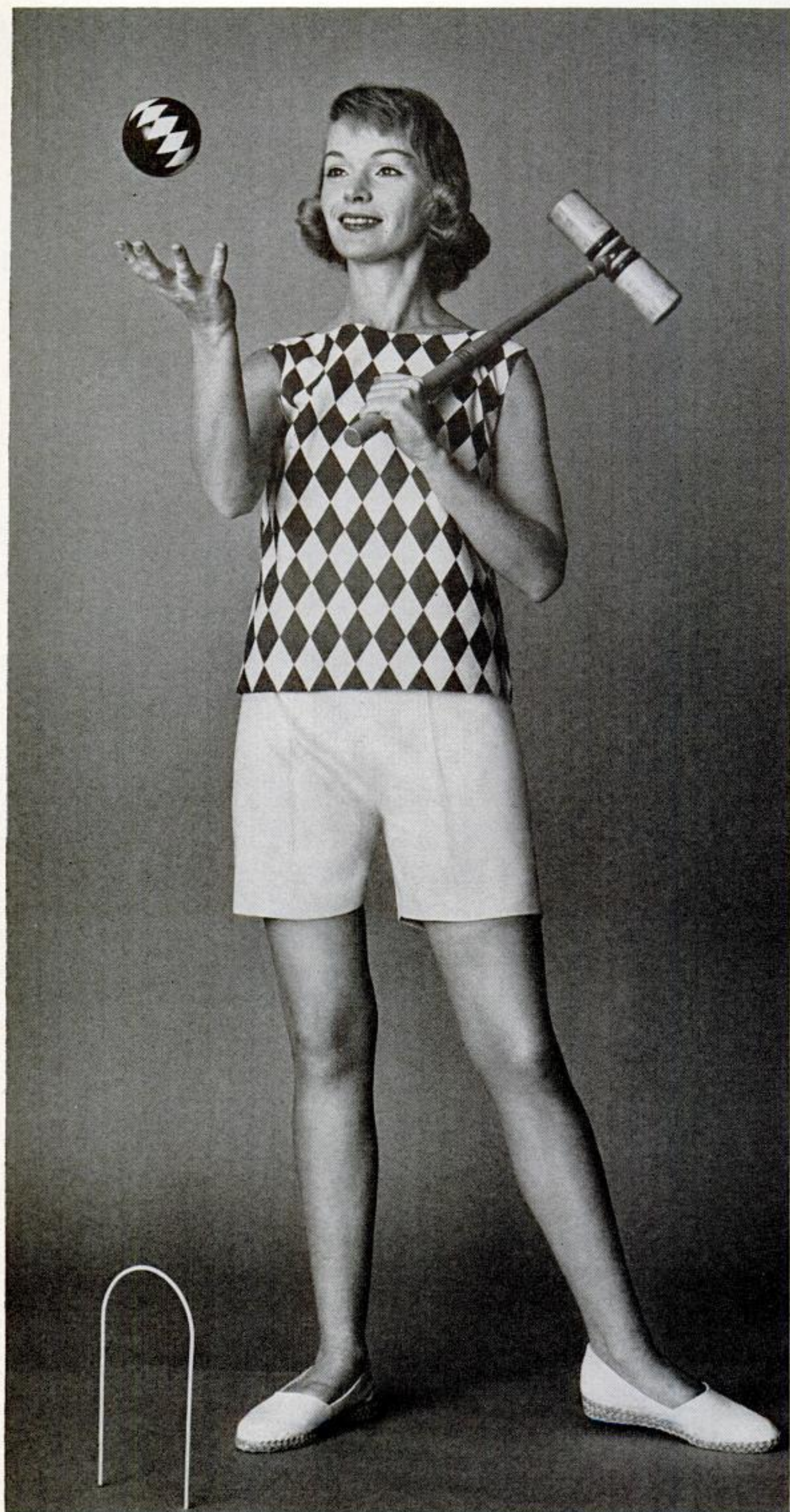
picture. No more taking the same picture twice just to cover yourself in case one doesn't turn out.

If you're wondering about the kind of pictures you'll get—you're in for a surprise. With today's new Polaroid Land Film, 60-second pictures are as good as any you've ever seen. 60-second pictures don't fade either—they last like any other pictures. Copies and enlargements? It's easy and inexpensive to get all you want.

More questions? Talk to the man on the other side of the counter. If you wish, he'll arrange for easy terms—only \$1.50 a week.

He'll let you shoot a couple of pictures with it yourself—then and there. See if you don't agree that this camera is the most exciting in the world—at *any* price.

POLAROID CORP., CAMBRIDGE, MASS.



Buy wash-and-wear!

Many of the casual cottons you see in the stores today are just as carefree as they look. Shorts, blouses and separates made out of good wash-and-wear cotton are a double delight. They keep their fresh, new appearance while you're wearing them, and require little ironing after you wash them.



Not wash-and-beware!

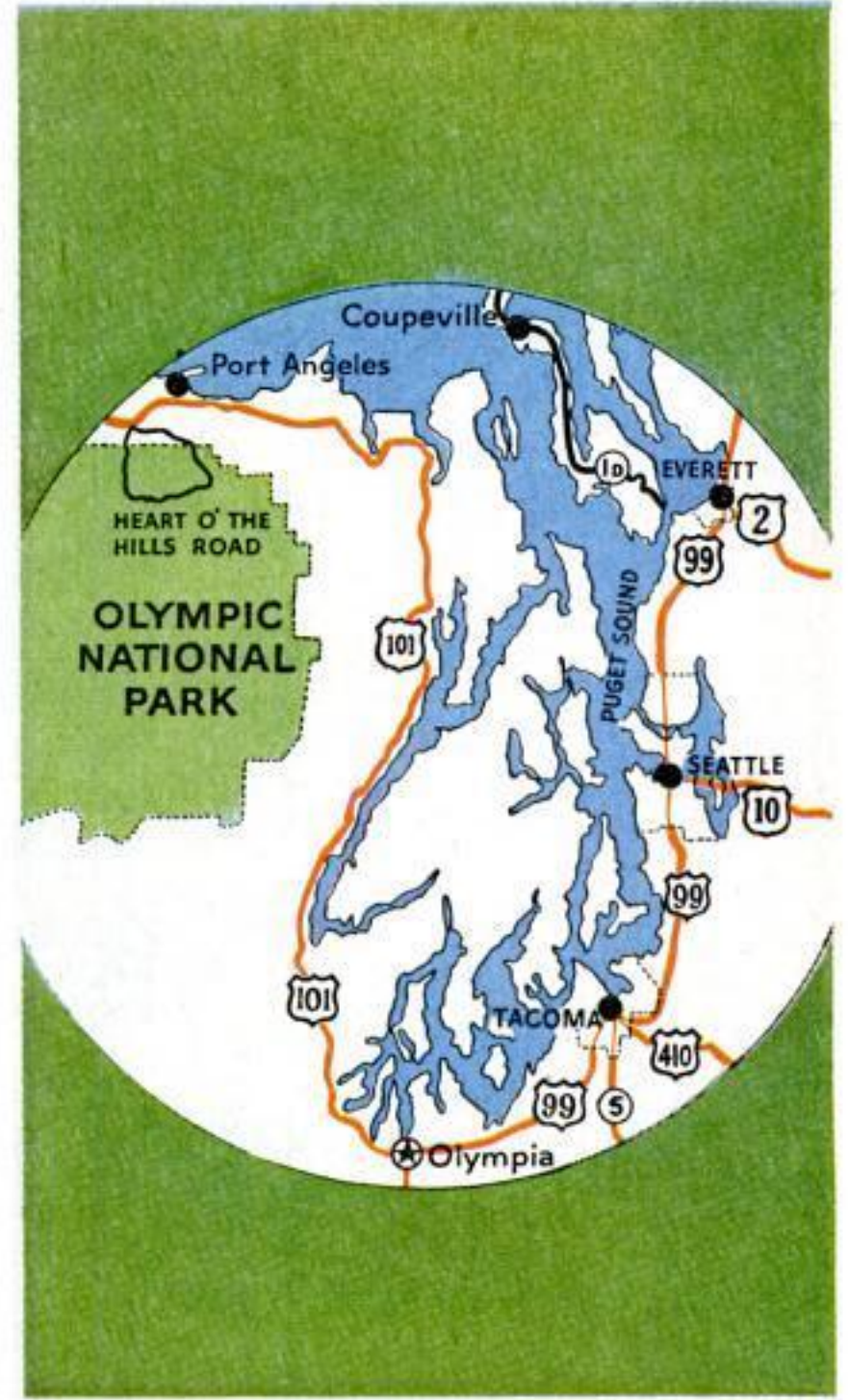
A casual cotton loses its charm if it shrinks. Sadly, some wash-and-wear cottons do shrink—right out of fit! That's easy to avoid, though. Just look for the "Sanforized" label as you do on other cottons. "Sanforized" labeled wash-and-wear will wash and wash and never shrink out of fit.

CLUETT, PEABODY & CO., INC. PERMITS USE OF ITS TRADEMARK "SANFORIZED", ADOPTED IN 1930, ONLY ON FABRICS WHICH MEET THIS COMPANY'S RIGID SHRINKAGE REQUIREMENTS. FABRICS BEARING THE TRADEMARK "SANFORIZED" WILL NOT SHRINK MORE THAN 1% BY THE GOVERNMENT'S STANDARD TEST.

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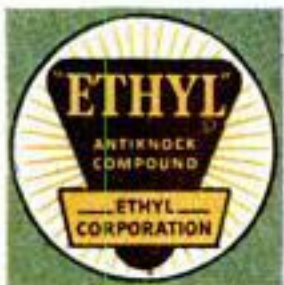


1. Relive the Indian days by car. They seem very near when you're next to these totem poles. And they are. Wherever you live, you'll find equally fascinating reminders within a few quick driving miles of home.



Your car makes any map a Magic Circle

The fun you'll find in this Totem Magic Circle is as many-faced and colorful as a totem pole itself. There's a Magic Circle just like it right around you. Start exploring it with your car—just for fun.



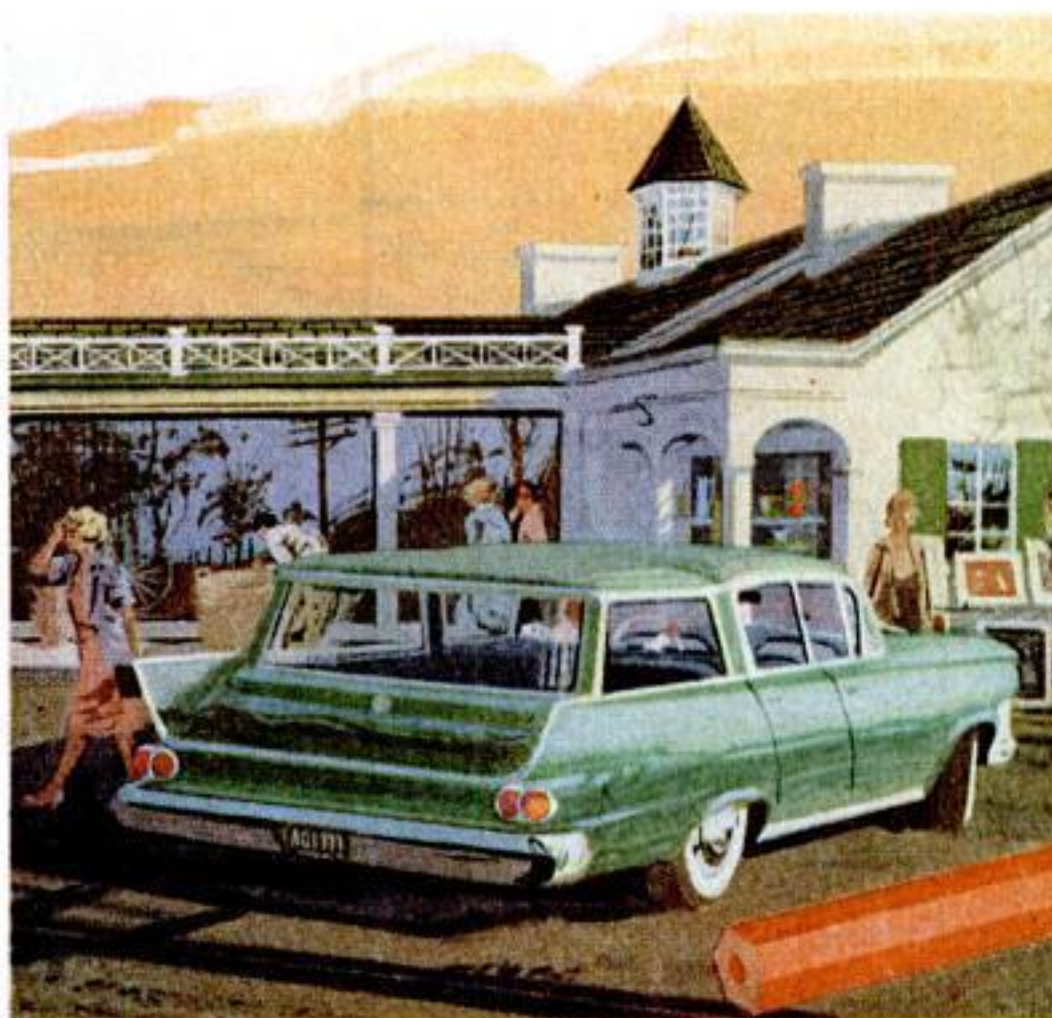
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2. Give yourself a change of scenery. In your Magic Circle, get away from it all on highways like the new Heart O' The Hills Road. Freshen your outlook with views like this sweep of the Olympics.



3. Set your course for the water. Hitch a small boat to your car. (It's the weekend way of life around Puget Sound.) Or simply head for a shore somewhere around you and let come what may. Scores of things worth exploring await you.



4. Tour the out-of-the-way shops. Seattle's are full of delightful discoveries from all over the world. You'll find the match for them in your Magic Circle. Some day soon, set out by car and have a close-up look for yourself.



5. Take a pencil and map out your Magic Circle. Your car is your best investment in fun. Don't miss out on its endless happy returns. Start driving—start really living—next chance you get.

They said it couldn't be done...
They said nobody
could do it...
but —

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LOW
in tar

with
MORE
taste to it



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MORE TASTE: L&M's rich mixture of slow burning tobaccos brings you *more* exciting taste than any other cigarette.

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'59 DE SOTO reverses the trend

New cars are getting lower and lower—but people aren't! Many new cars are so low they're hard to get into . . . uncomfortable to sit up in . . . *impossible* for most tall Americans. So—leading the way again—De Soto reverses the trend.

People-size headroom in the new De Soto lets you sit up straight—even wearing a hat!

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PEOPLE-SIZE PRICES on three lines...18 models. If you can afford any new car, there's a De Soto you can call your own. Take your pick.

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Waiting's half the fun... when you feed steak-hungry guests plump, party-perfect PLANTERS COCKTAIL PEANUTS. Just open the vacuum can... sniff that roaster-fresh aroma... bite into the crispiest, crunchiest peanuts ever. Now you know how good peanuts can be... provided they're Planters, of course! And remember, PLANTERS PEANUT OIL is best for your frying and salad making.



FREE. One dozen Mr. Peanut Snack Forks and Picks as shown in photo above. Send one coupon from Cocktail Peanuts or label from Planters Oil or Peanut Butter to PLANTERS, DEPT. L-3, WILKES-BARRE, PA.



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Planters Products and Premiums also available in Canada



IN SPECTACULAR FIRST-TIME PHOTOGRAPH FROM STARTING GATE AT THE KENTUCKY DERBY, HORSES LUNGE FOR FIRST FRANTIC RUN DOWN THE TRACK TOWARD

A RARE LOOK AT THE DERBY

These pictures show the Kentucky Derby in a new and exciting light—in color and from unique vantage points. The start (*above*) was taken by LIFE's George Silk, who used a Panon camera mounted on top of the starting gate. In the Panon camera the lens is set in a movable turret. When triggered, the turret turns and the lens swings in an arc across the stationary film behind it, exposing everything in a 140° range. When the starting gates flew open and this year's field of 17 Thoroughbreds burst forth, Silk got this dramatic view of the first moments of the '59 Derby.

FIRST TIME PAST THE STANDS PHOTO-FINISH CAMERA LOADED WITH COLOR FILM CATCHES SENSATIONAL FRIEZE OF THOROUGHBREDS AND SILKS. LEADING AT





CHURCHILL DOWNS' FAMOUS SPIRES IN DISTANCE. TOMY LEE, THE WINNER, APPEARS AT RIGHT CENTER, HIS JOCKEY IN WHITE SILKS WITH YELLOW "T" AND CAP

The picture below was taken by a photo-finish camera, invented and operated by Art Kuprion. The camera sits high on the roof of Churchill Downs looking down on the finish line 175 feet away. Its seven-inch lens peers through a tiny .006-inch slit which restricts its field of vision at the finish to an area only two inches wide. The film in the camera is a long strip which moves in synchronization with the speed of the horses so that their bodies will not be fuzzed. The resulting picture (*below*) looks as if it were a view of a number of horses stretched along the track.

Actually, it is the image of each horse just as it crosses a fixed spot. The picture shows accurately the relative positions of the horses after running the first quarter mile—how far ahead or behind each was.

Although the camera normally is never used except at the finish, Kuprion, at LIFE's request, took this picture as the horses came down the straightaway the first time. The result was this beautiful fluid stream of horseflesh pounding down the track. He also photographed the finish, and for the first official photo finish ever taken in color, turn the page.

THIS POINT, WITH STILL A MILE TO GO, IS TROILUS, WHO EVENTUALLY FINISHED LAST. CLOSEST TO HIM ARE TOMY LEE, ATOLL AND SWORD DANCER IN THAT ORDER



CHURCHILL DOWNS MAY 2 1959 R A C E 7



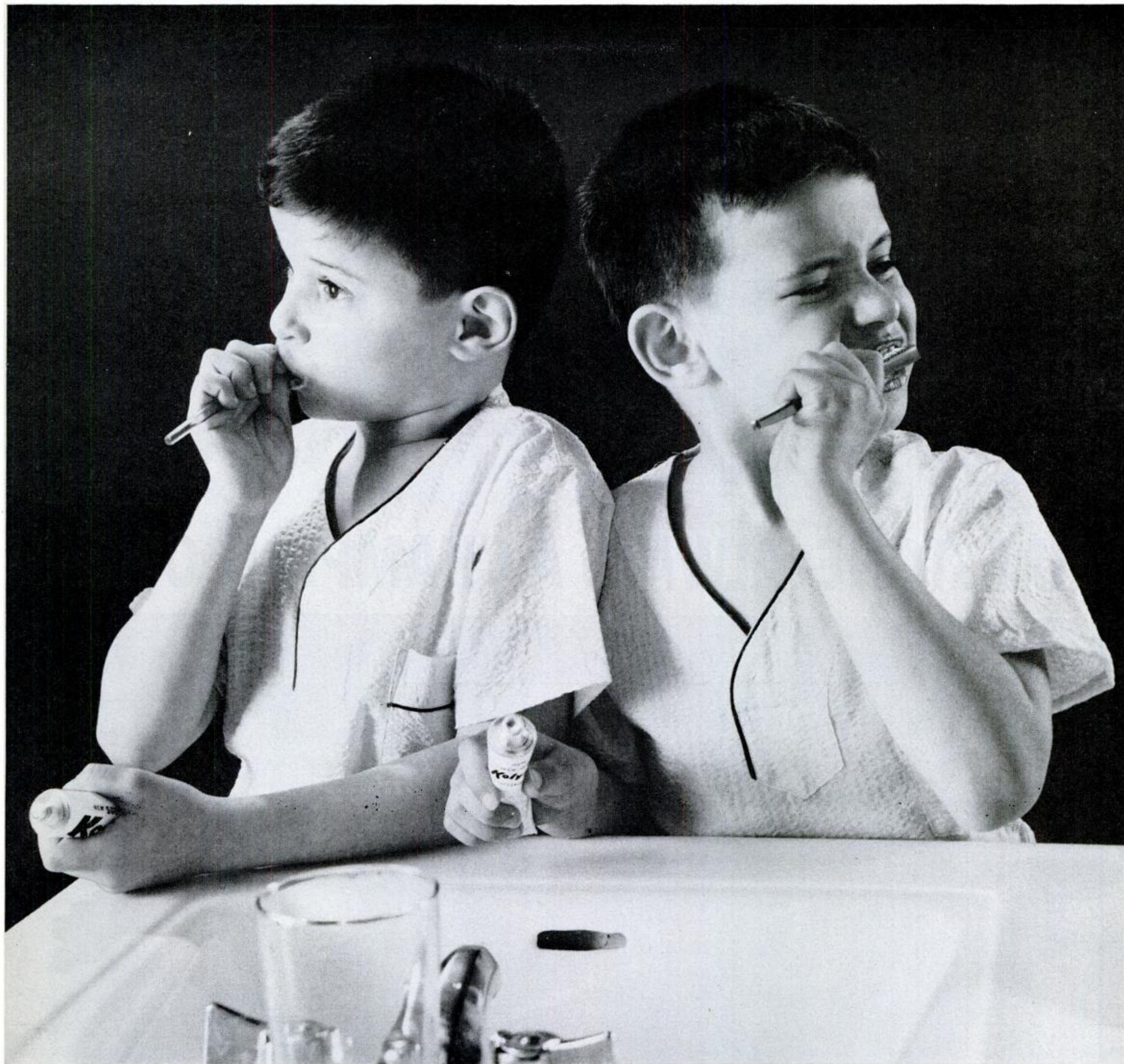
KUPRION
KAMERA

WIN
PHOTO

Kuprion Kamera Photo Finish

STRIKING FINISH, with Tomy Lee (No. 8) rallying gamely under Jockey Willie Shoemaker to nose out Sword Dancer and Jockey Bill Boland, is first color version

of photo-finish picture used by the judges to decide close finishes. The vertical calibrations at top and bottom provide a precise means of measuring the finish.



Only a dentist can clean their teeth more thoroughly!

choose Kolynos®...the only toothpaste accepted for advertising by the American Dental Association

You're wise to make sure your child brushes with a toothpaste offering *cleaning* protection rather than "miracle" protection.

Cleaning is a Kolynos specialty. In fact, your dentist will agree that no other toothpaste can clean and protect your teeth better than proper brushing with Kolynos.

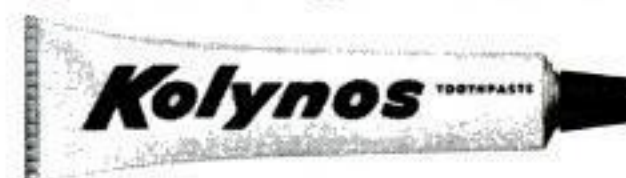
Do "miracle" ingredients *really* exist? The

American Dental Association states: "Adequate scientific evidence has not yet been produced in support of the special decay-preventive claims that are made for many nationally-advertised dentifrices..." The Association insists the *only* way for a toothpaste to prevent decay is to brush teeth promptly after eating.

Kolynos has therefore developed a new Super

White formula that's a highly effective combination for brushing. It has 3 cleansing agents instead of 2. Brushing with this additional cleansing action effectively removes food residues that lead to cavities... gives naturally whiter, brighter teeth.

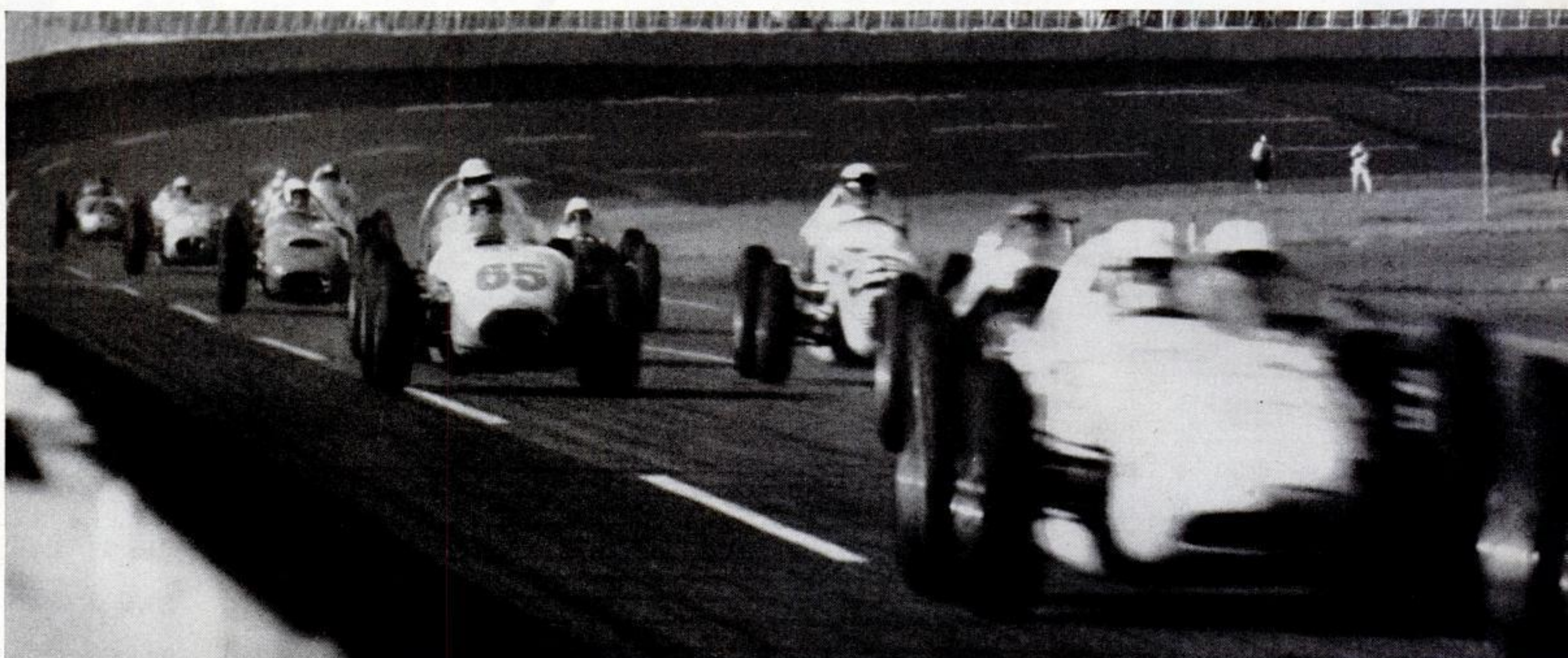
No toothpaste anywhere can do more. Yet, this formula's excellent cleaning action costs *less* than other leading brands. 2 giant tubes for only 69 cents. Use Kolynos regularly.





Firestone speedway research pays off here in safer tires for turnpike driving

FIRESTONE: ALWAYS A CHAMPION ON THE



Firestone safety research in action at Daytona's record 100-mile race

Firestone Rubber-X* again proves why in world's



Jim Rathmann, holder of world's record for 100 miles at 170.261 m.p.h., says: "On the throughway, as well as on the speedway, I want the safest, longest wearing tires that money can buy. Firestones are the champions in both places."

Firestone is FIRST in competitive tests that prove performance for you!

In the fastest race ever run on wheels, nobody slowed down for the corners. They didn't have to at Daytona's new International Speedway, because highly pitched turns launched speeding cars into whip-cracking straightaways. Early in April, they circled this deep-dish course forty times in racing's hottest 100-mile test of men, motors and tires. Jim Rathmann covered it at a 170.261 mile-an-hour average—on Firestones. Professional drivers like Jim Rathmann know only Fire-



TURNPIKE—

fastest race!

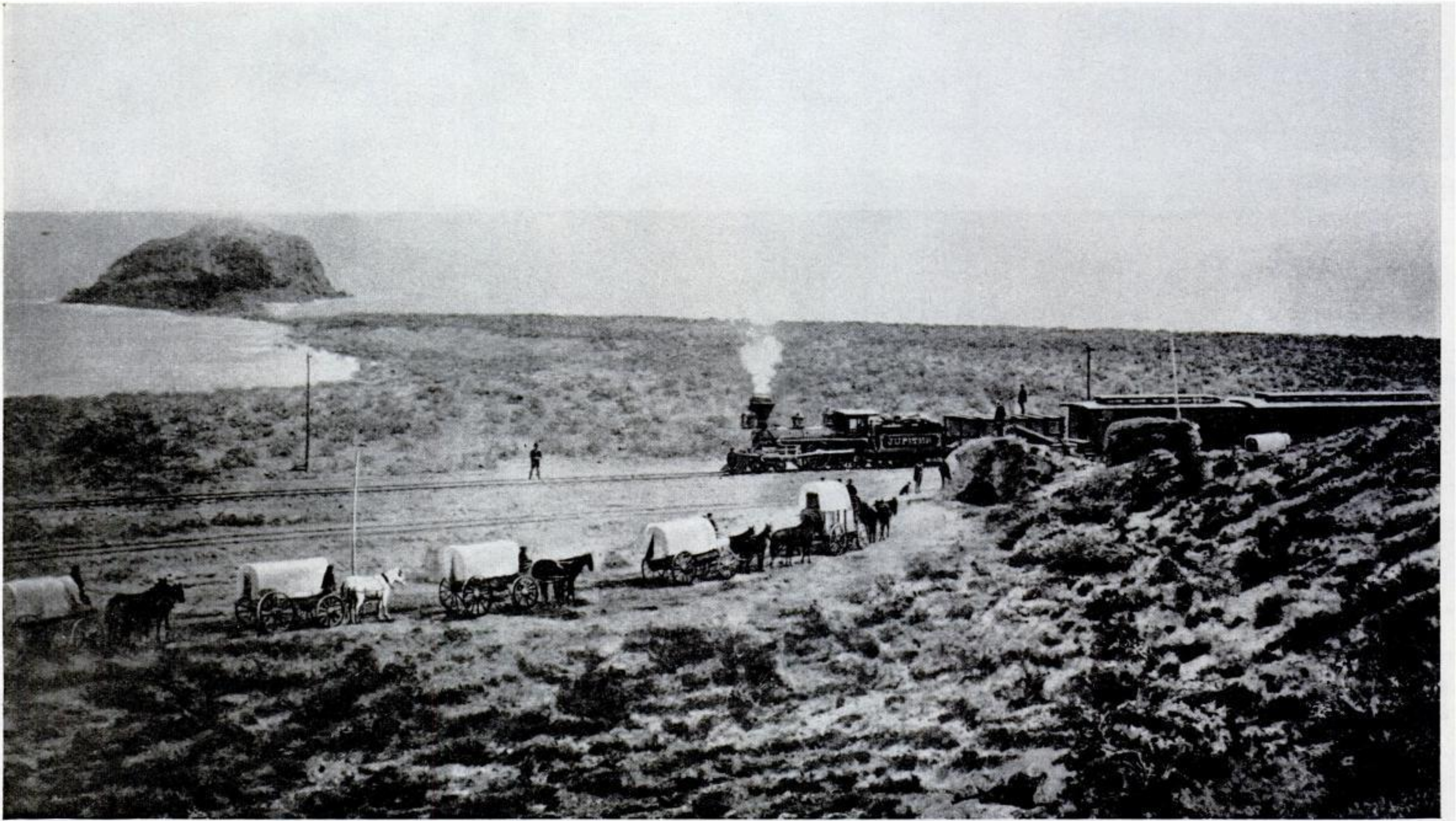
stones are good enough to pass these supreme tests of tire safety and endurance. They know, too, that Firestone's proof of performance on the speedway means safer driving for you at highway and turnpike speeds. And that's important news to remember the next time you buy tires. Be sure you get the proved performance of Firestone Rubber-X, the longest wearing rubber ever used in Firestone tires. Buy now, on convenient terms if you wish, at your nearby Firestone Dealer or Store.

*Firestone Rubber-X is compounded specifically for each type of car, truck, farm implement and construction equipment tire.

Firestone

BETTER RUBBER FROM START TO FINISH

Enjoy the Voice of Firestone every Monday evening on ABC television
Copyright 1959, The Firestone Tire & Rubber Company



SPECIAL TRAIN FROM CALIFORNIA CARRYING LELAND STANFORD, PRESIDENT OF THE CENTRAL PACIFIC, AND PARTY TO HISTORIC LAST SPIKE CEREMONY AT PROMONTORY, UTAH, MAY 10, 1869, PASSES A WESTBOUND "WAGON TRAIN" AT GREAT SALT LAKE.

THE MOMENT WAS A RARE ONE IN WHICH THE DESTINY OF THE WEST COULD BE PHOTOGRAPHED HAPPENING.

LONG HAUL TO THE FUTURE

Leland Stanford was one of the "Big Four" who pushed Central Pacific's rails eastward over a defiant Sierra Nevada, to complete the first transcontinental railroad. Southern Pacific, which grew out of Central Pacific, today serves more Western and Southwestern communities than any other, from Portland to New Orleans. This broad arc of states (see map) is increasingly the most dynamic part of the U.S.

For 90 years we've always tried to provide this "Golden

Empire" with resourceful, forward-looking transportation. We'll continue to drive hard to meet and anticipate our customers' need for modern equipment and diversified, progressive service.

It's a long haul to the future of the West because that future seems unlimited. Like the West itself, Southern Pacific continues to build toward the future—in sound preparation for opportunities ahead.



Southern Pacific

Serving the Golden Empire with TRAINS • TRUCKS • PIGGYBACK • PIPELINES



This is the
Instant that's
delicious
for drinking!

Carnation "Magic Crystals" burst into fresh flavor
nonfat milk instantly—*for as little as 8¢ a quart!*



3-Qt., 8-Qt., 14-Qt. sizes
and Five 1-Qt. envelopes.



Carnation "Magic Crystals" mix instantly in ice-cold water to give you fresh flavor nonfat milk. Naturally refreshing, delicious. Rich in all the natural protein, calcium and B-vitamins of freshest whole milk,

CHOCOLATE FLAVOR INSTANT NONFAT DRY MILK TOO!

New Carnation Instant *Chocolate* Drink for delicious hot cocoa. Mix with piping hot water for rich cocoa with no

yet low in calories. Perfect for cooking—no special recipes needed. And "Magic Crystals" *whip*—for use in recipes...or as luscious topping with $\frac{2}{3}$ less calories than whipped cream for only 1¢ a serving. Directions on package.

milk boil-overs, no messy pots to wash. Makes delicious cold chocolate drink, too—mixes instantly in ice-cold water.



MIXES INSTANTLY
New Carnation "Magic Crystals" mix instantly and completely in ice-cold water, with a light stir. No lumps, no left-over paste in the glass.

Tops in travel!



PHOTOGRAPH TAKEN AT LOS ANGELES INTERNATIONAL AIRPORT

Bob Hope, star of "Alias Jesse James" . . . makes Gulliver seem like a homebody. Naturally, he relies on his AC-sparked Buick to start him on every trip! See him in the "Bob Hope Buick Show" on NBC-TV.

AC's symbol of lively horsepower, "Sparky," gives you "Hot Tips" for top traveling every week on the Walt Disney Studios' "Zorro" show on ABC-TV.

**WHEN YOU REPLACE SPARK PLUGS...
ASK FOR **AC**...USED ON MORE
NEW CARS THAN ANY OTHER BRAND!**

★ To maintain top horsepower, change to a new set of AC Hot Tip Spark Plugs at least every 10,000 miles.



**HOT TIP
SPARK PLUGS**

AC SPARK PLUG  THE ELECTRONICS DIVISION OF GENERAL MOTORS

LETTERS TO THE EDITORS

HUES OF HEAVEN

Sirs:

When I saw the awe-inspiring, thought-provoking and beautiful photographs of the stars and nebulae ("The Hues of Heaven," LIFE, April 27), I agreed with the psalmist who said: "The heavens declare the glory of God; and the firmament sheweth His handiwork."

LOUISE WEIBERT SUTTON

Evansville, Ind.

Sirs:

Of all the pictures LIFE has ever published, those of the nebulae are the most magnificent.

My congratulations to the photographer who took the pictures and to LIFE for publishing them.

ALLISON G. BECKER

Northport, N.Y.

HOW THE WEST WAS WON, PART IV

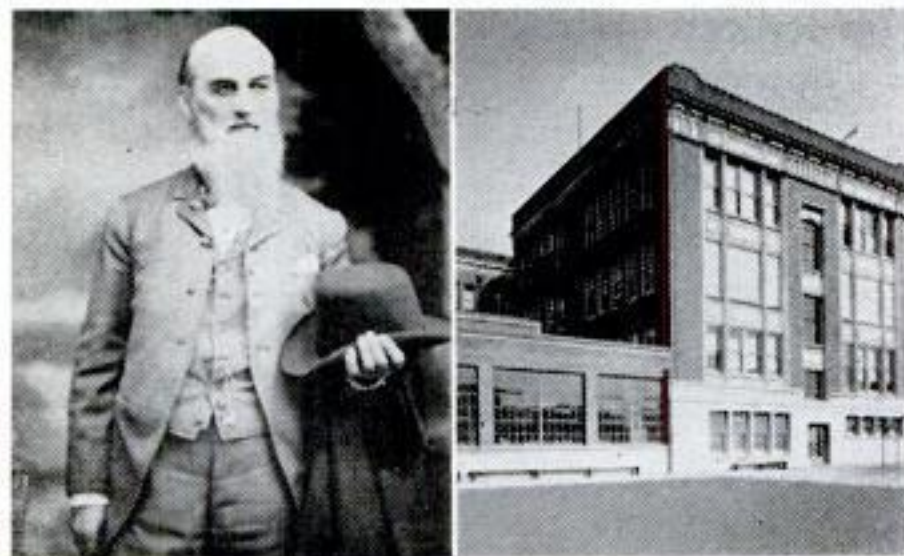
Sirs:

The extracts from "My Adventures in the California Diggings" (LIFE, April 27) regarding Dr. Henry D. Cogswell have created a mild sensation here at Cogswell Polytechnical College. This pioneer forty-niner dentist did not use all of his gold for fillings—in fact, he filled an educational cavity in San Francisco by founding this institution in 1887.

The Doten sketch of Dr. Cogswell presents an interesting contrast with this picture taken 40 years later showing the well-dressed gentleman. The deerskin-roofed cabin has been translated into one of the West's oldest and, we think, finest technical institutes.

EUGENE WOOD SMITH

San Francisco, Calif.



DR. COGSWELL AND COLLEGE HE FOUNDED

Sirs:

My grandfather was the Ben Bowen mentioned by Alfred Doten in his entry for Sept. 15, 1855 and he also kept a diary.

His account of Doten's accident on Sept. 7 reads: "Doten was panning down on the big claim when a heavy bank of dirt fell down on him covering him all most up, the Frankes boys were near at hand and soon got him out but he was very badly hurt. Took him to Vances—I set up till Dr. Ayres came from Volcano who pronounced him badly hurt in the spine. Dr. sleeps in my bed. I fixed up to go to Gertons."

I find Doten's name often in the diary. He and Grandpa evidently were together on several pleasure jaunts.

BENTON BOWEN

Kingsburg, Calif.

Sirs:

Doten mentions the need for doctors in the gold camps. My grandfather, Dr. Daniel Dustin of Vermont, left a diary on his life as a miner-doctor:

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"Oct. 20, 1850: Called to ease of sickness, irritable stomach and bowels. Went to Hangtown, now called Placerville. Was surprised at the majestic growth of Placerville. One hundred and fifty practising physicians here, it being the center of overland emigration. Exhausted. There has been a great deal of sickness, some 3 to 7 deaths a day during the heat of emigration, mostly from dysentery. Dr. Taplin in co. with Dr. Marshall doing well, says they charge \$1000.00 per week."

Dr. Dustin was a well-educated man, served in the California legislature as representative from Nevada County before returning east to become a brigadier general with Sherman's forces in the Civil War.

NANCY W. EBSEN

Beverly Hills, Calif.

Sirs:

Your readers might be interested in this excerpt from a letter my grandfather, Ralph H. Lodge, received describing Rufus Porter's airship which was proposed to carry forty-niners to the gold fields.

"You need not be surprised if some day you see me come sailing along and light on the road. Messers Robert John and Porter think they have discovered a method of navigating the air. They propose to make a balloon large enough to support a fixture underneath to contain machinery and passengers. They are building one and they expect to commence a voyage overland to California about the 15th of April."

ROGER L. WOLCOTT

Atwater, Ohio

● Porter never completed his airship. He did, however, invent a churn, a portable house, a fog whistle, a cord-making machine, a fire alarm, a corn sheller, a washing machine and a revolving rifle. He also founded *Scientific American*.—ED.

JACK KENNEDY TAKES TWO TOUGH TESTS

Sirs:

Your article, "Jack Kennedy Takes Two Tough Tests" (LIFE, April 27), points out an interesting paradox confronting the presidential hopeful: a group of church leaders, concerned with possible church influence in governmental affairs, themselves attempt to poke a finger in the political pie.

JAMES H. SCHATTINGER

Cambridge, Mass.

A SAD STATEMENT, A NEW SECRETARY

Sirs:

"A Sad Statement, a New Secretary" (LIFE, April 27), was both poignant and heartening. It is regrettable that we had to lose the services of such a great man as John Foster Dulles. But it is comforting to know we have another great man to take his place.

MRS. ONA RANEY

Allen, Okla.

EDITORIALS

Sirs:

To those who have urged a U.S. foreign policy whose objective was the establishment of enforceable law to settle disputes between nations amicably and justly, your editorial, "Nixon Champions the Rule of Law" (LIFE, April 27), brought encouragement and hope.

LOIS S. SIDENBERG

Santa Barbara, Calif.

Sirs:

In your editorial, "Wall Street in Orbit" (LIFE, April 27), you describe Zen Buddhism as a "bizarre bypath" and associate it with beatniks and Kerouac.

There is quite a bit of misunderstanding in this country regarding Oriental religions and Zen in particular. I am convinced that Zen has a vital message for our confused West which the concepts of Christianity cannot begin to match. I don't ask that you accept this but I do ask that you exercise as much respect and good taste when referring to Buddhism as you do when you talk about Christianity and Judaism.

CARLOS J. MORA

Miami, Fla.

Sirs:

Your editorial made my blood boil. The gall of those "little fellows" playing the market! And I'll bet they are the same little fellows who dabble in politics. Will they never learn their place? I can see you are trying

to teach them their place as diligently as possible and would like to extend you my worst wishes.

WILLIAM R. SHELDON

Columbia, Mo.

WORLD'S BIGGEST AIR-SPACE SHOW

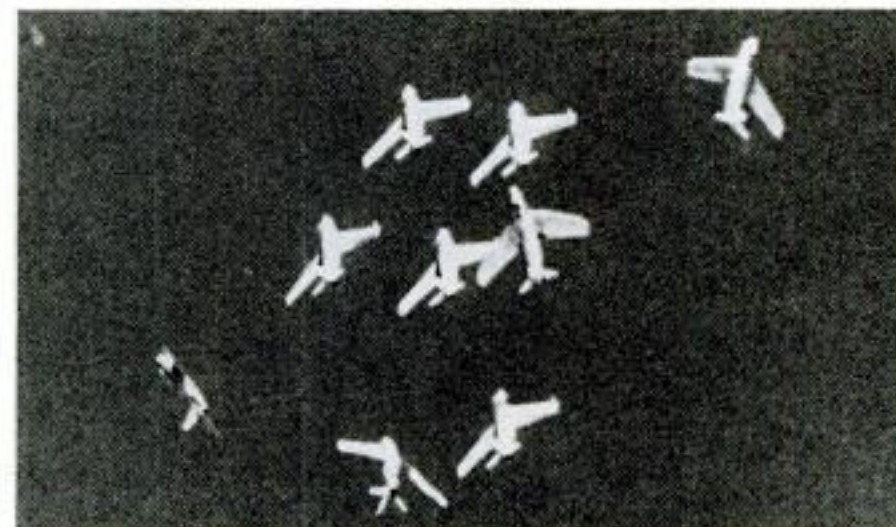
Sirs:

I was very happy to see pictures of our "Thunder Tigers" Aerobatic Team in "World's Biggest Air-Space Show" (LIFE, April 27). But the picture at the top of page 131 was printed upside down. It shows the climax of the demonstration called "Bomb Burst." The formation climbs vertically in front of the audience. At a signal, each airplane breaks out of the diamond like an exploding skyrocket; half rolls on its back, dives toward the ground and pulls out, roaring directly toward each other from opposite directions. The maneuver demands the utmost in timing and precision.

COLONEL H. S. HWANG, C.A.F.

Chinese Embassy

Washington, D.C.



THUNDER TIGERS RIGHT SIDE UP

BIG KOALA COUP FOR THE U.S.

Sirs:

In "Big Koala Coup for the U.S." (LIFE, April 27) you state that the eucalyptus tree is "native both to Australia and California." The eucalyptus is not a native of California. The first trees were imported from Australia in the 1850s. Today the tree has taken over the state so that you can drive all day in certain parts of California and never be out of sight of a eucalyptus.

MRS. A. R. TREADWELL JR.

Alameda, Calif.

FRANK LLOYD WRIGHT

Sirs:

For those who deplore overdramatization in the treatment accorded the deceased, there was something impressive and moving in Frank Wright's funeral cortege ("The Finale at 89 for a Fiery Genius," LIFE, April 27). The procession seems to typify the dignity of the functional and the beauty of simplicity. With a monument to his genius in the background, the picture possesses an eternal quality.

ELIZABETH M. MACK

Tarrytown, N.Y.

LIFE 540 N. Michigan Avenue, Chicago 11, Illinois



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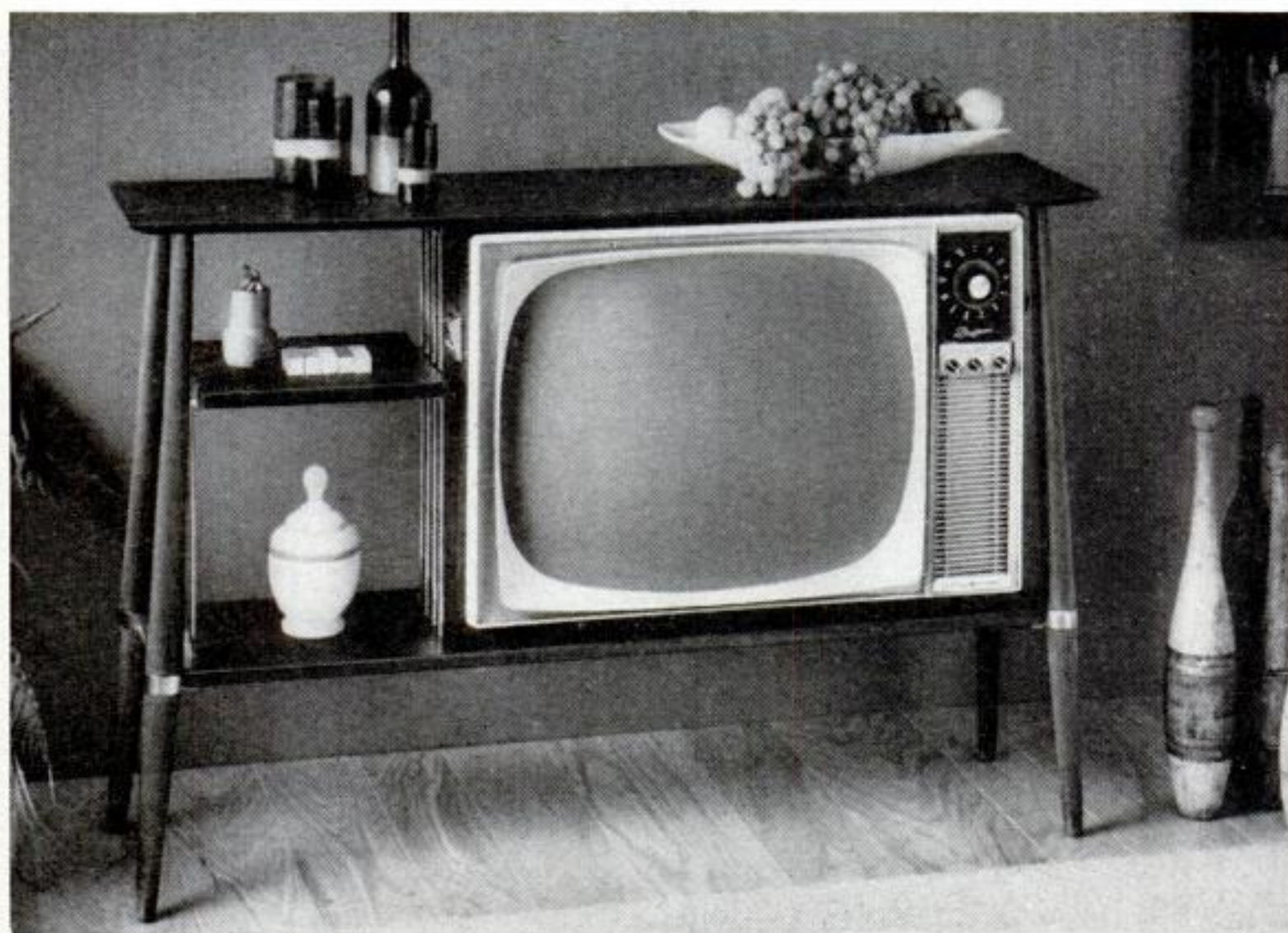
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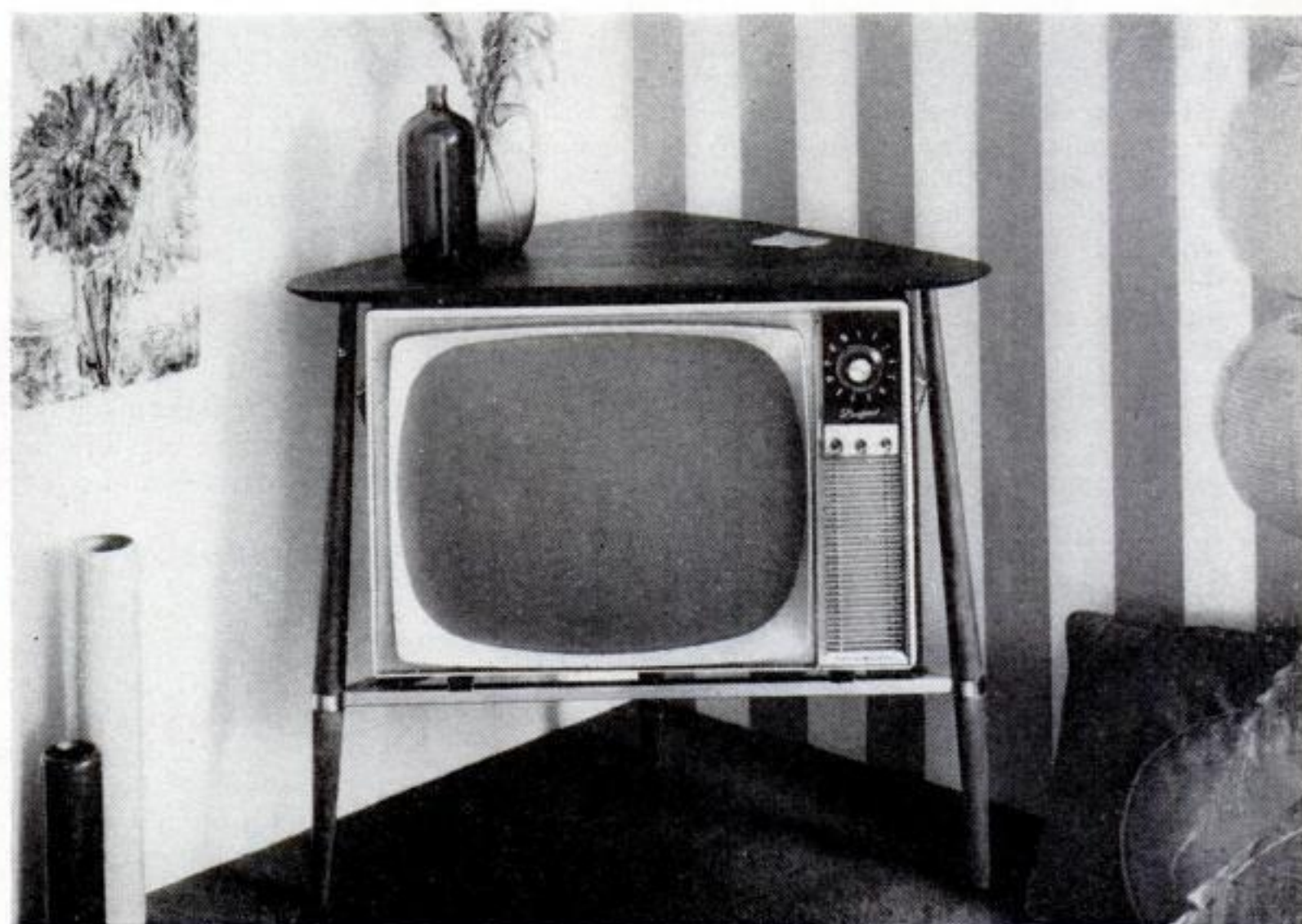
TO SPEED DELIVERY OF LIFE—and all your mail—please be sure to include your Zone Number in your address. The mail you send will get there faster, too, if the address carries a Zone Number. L-3420

New General Electric "Designer" TV and how it achieves a custom look for as low as \$9⁹⁵*

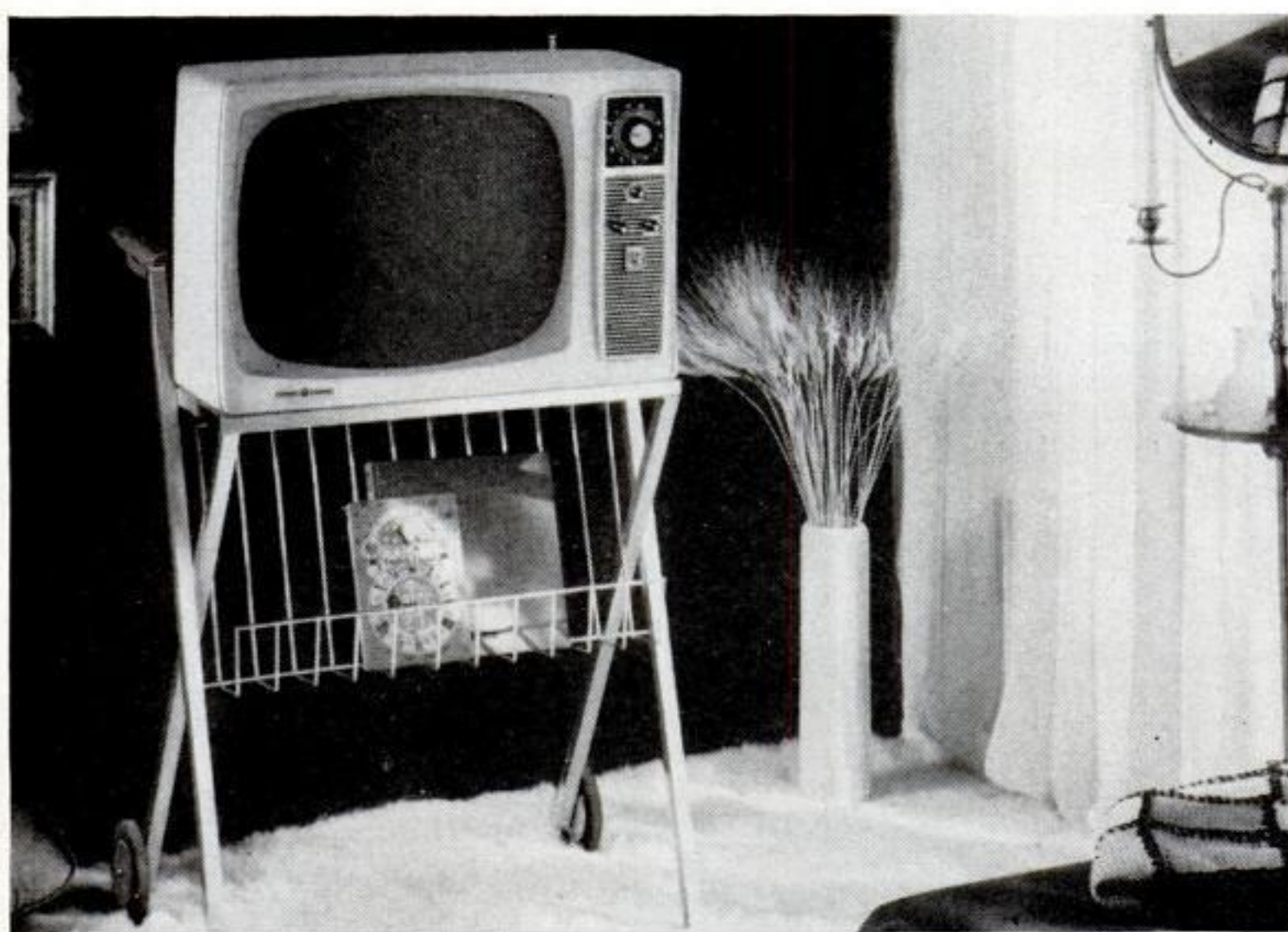
See how these 6 "Designer" Coordinates fit the new "Designer" TV into your home



Danish walnut table, the luxury model of the "Designer" Coordinates, encloses "Barclay-21" (262-sq.-inch picture area). Top and shelves in walnut veneer. Use as a room-divider. Shelves for records, plants, whatnots.



Corner table houses "Barclay-21." Brass plate on genuine walnut veneer top pivots away from a hole to let the telescoping antenna come through. Walnut-finished wooden legs.

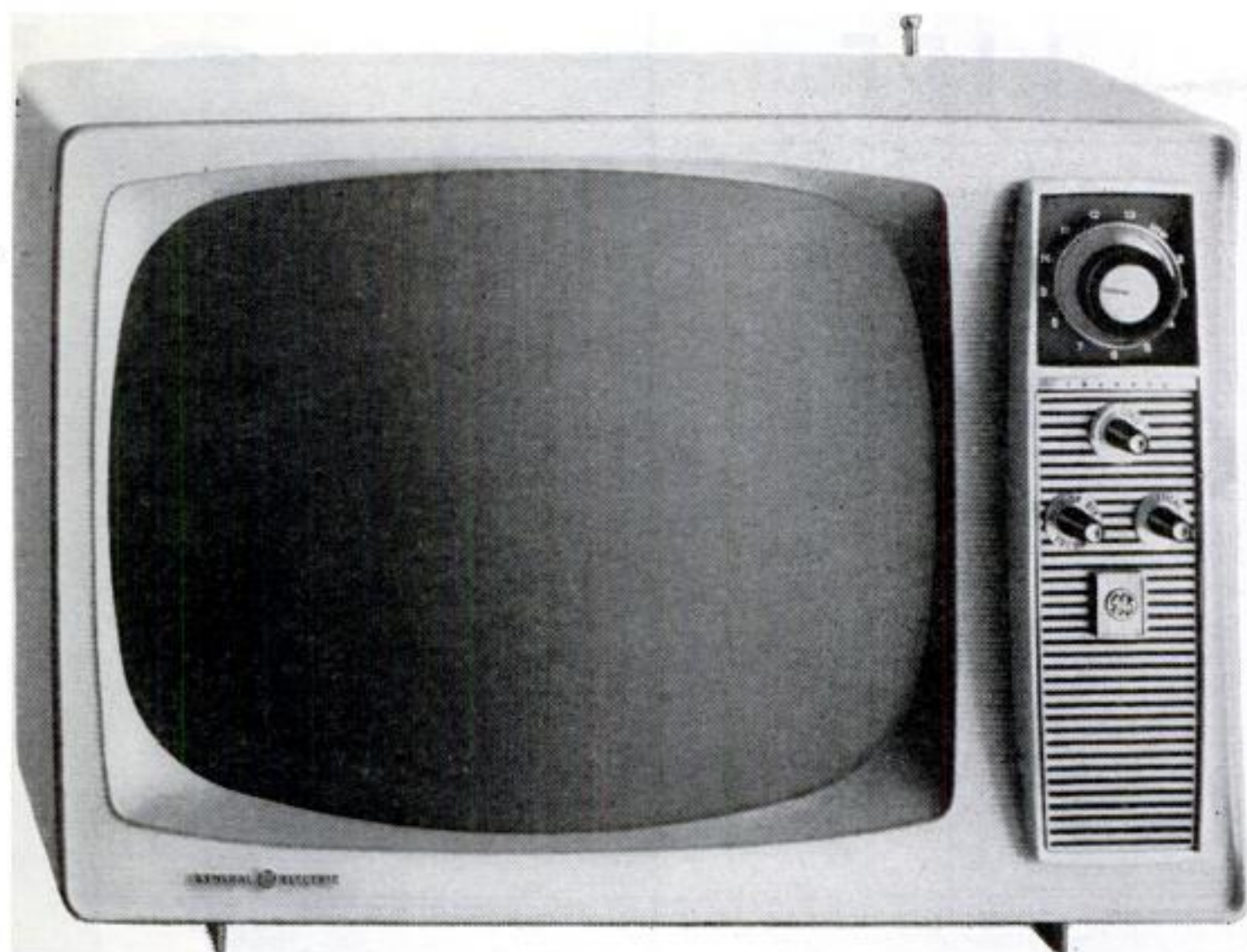


Mobile cart rolls easily on its big wheels. See how this Coordinate holds the "Gramercy-17" high enough that you can watch it from your bed. Rack holds books, magazines. Full-length brass legs.

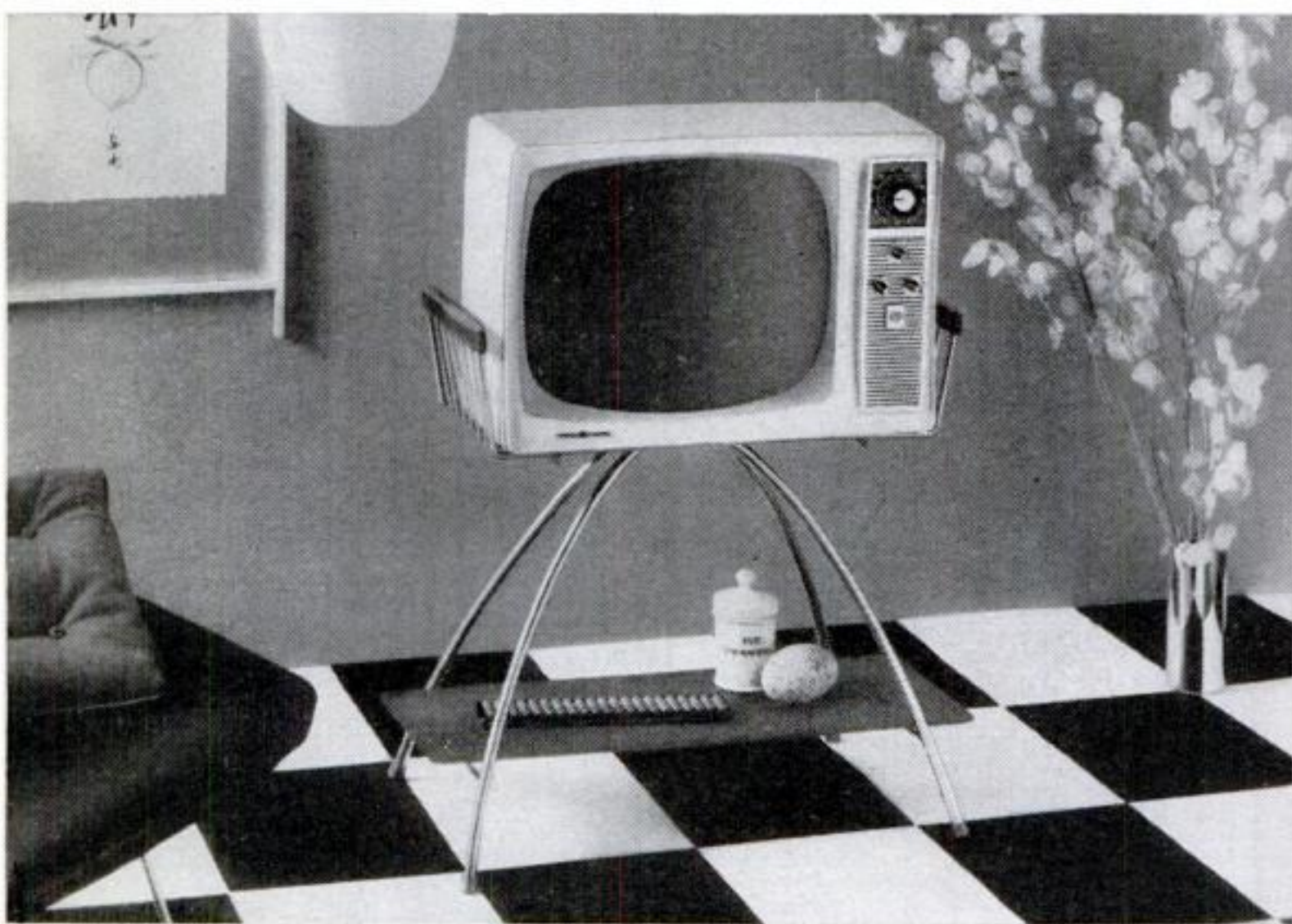


Miniature sideboard carries "Gramercy-17." This is a budget-priced "Designer" Coordinate. Walnut-finished simulated drawer accented by brass knobs; full-length brass legs.

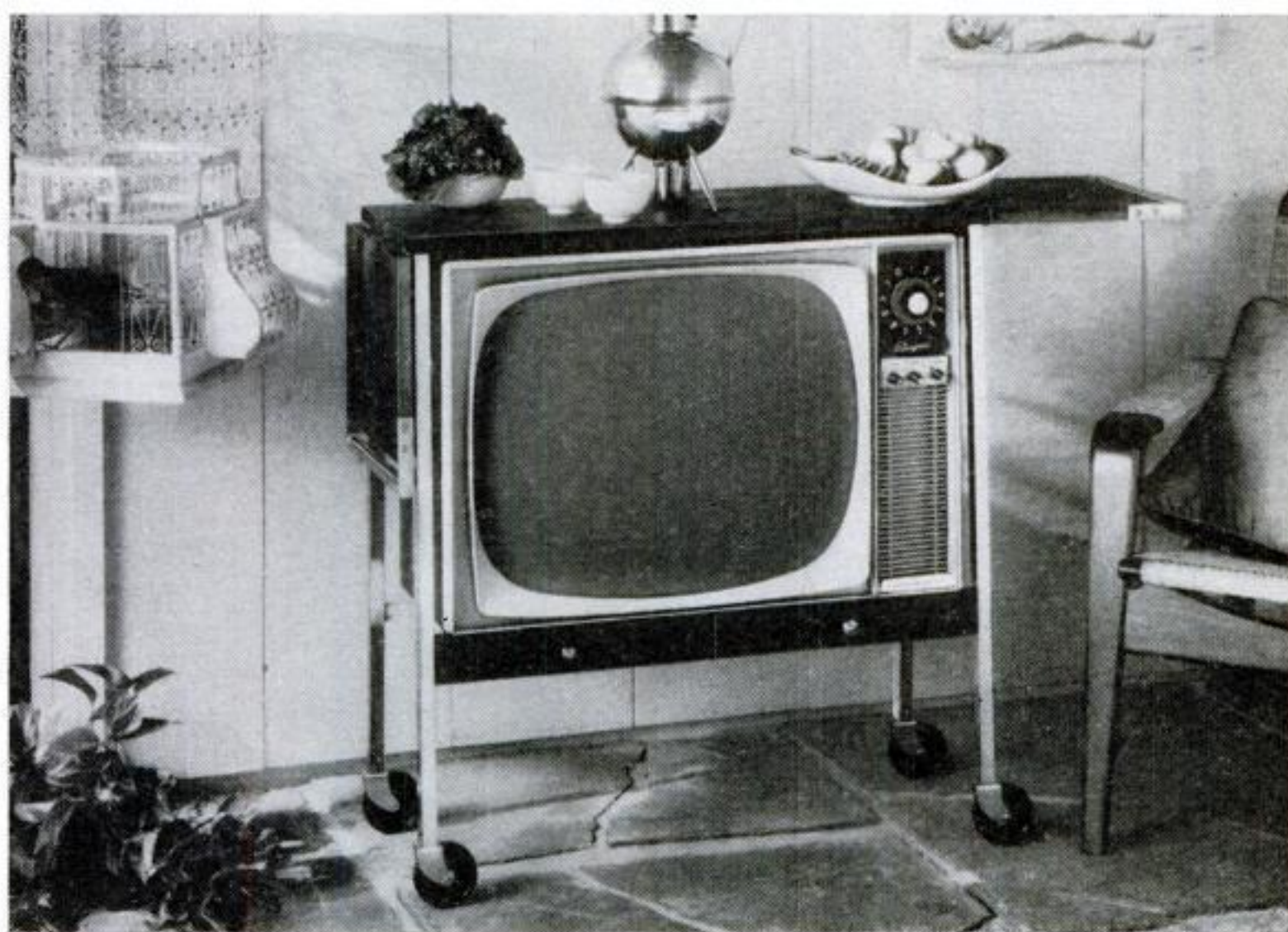
**Manufacturer's recommended retail price for Mobile Cart.*



BEIGE AND ANTIQUE WHITE—MODEL NO. 17T3315



Swivel stand lets you enjoy your "Designer Gramercy-17" (155-sq.-in. picture area) from anywhere in the room. Walnut-finished shelf holds books, plants, knick-knacks. Plastic-tipped brass legs.



Drop-leaf cart with genuine walnut veneer top moves "Barclay-21" about for you; also acts as a roll-in buffet on its four small wheels. Each leaf brightened by brass handles. All-brass legs.

Now—in one stroke—General Electric introduces a new "Designer" television receiver and a common-sense and sensibly priced way to custom fit it into your home.

First, you buy a new General Electric "Designer." Then you choose a "Designer" Coordinate, available only through your General Electric dealer. It will make your new "Designer" fit perfectly into *your* room setting.

There are 6 Coordinates to choose from—mobile cart, corner table, swivel stand, Danish walnut table, drop-leaf cart, miniature sideboard. They fit *only* G-E "Designer" TV. They're priced from \$9.95.

It's that simple. It's that sensible in price. Yet you have a

custom look that was once reserved for costly, elaborate built-ins.

Custom looks—and console performance!

Whether "Gramercy-17" or "Barclay-21," the new "Designer" packs a console chassis, full-power transformer, telescoping antenna, up-front sound and controls. Precision-etched circuitry—not old-fashioned wiring. All dressed up in the smart Slim Silhouette cabinet.

Your General Electric dealer has the new "Designers" and the 6 Coordinates.

General Electric Company, TV Receiver Department, Syracuse, New York.

Progress Is Our Most Important Product



GENERAL  ELECTRIC

"Here's the tough but gentle wax you need"... says Arthur Godfrey



"WAX BY WELDWOOD—the folks who know what's good for wood"

"The Weldwood people wanted a wax good enough for their famous prefinished wood paneling, and finally decided the only way to get it was to come up with it themselves. So they did; and, by golly, it turned out to be perfect for even your busiest floors."

Weldwood Wax comes in two types: *paste wax* rich in natural carnauba wax; and quick self-cleaning *liquid wax*. Both are unmatched for clarity, tough gloss, and resistance to water-spotting. Weldwood Wax won't harm wood—won't build up brittle deposits that can crack, discolor, or rob wood, linoleum, cork, and vinyl of the beauty they had when new.

Treat your furniture, wall paneling, and floors to the care an expert would give them. Get Weldwood Wax from your lumber, paint, or hardware dealer.

No one has a way with wood like **WELDWOOD®**



Semi-soft paste wax in 1-lb. cans. Liquid wax in pt., qt., and ½-gal. cans.

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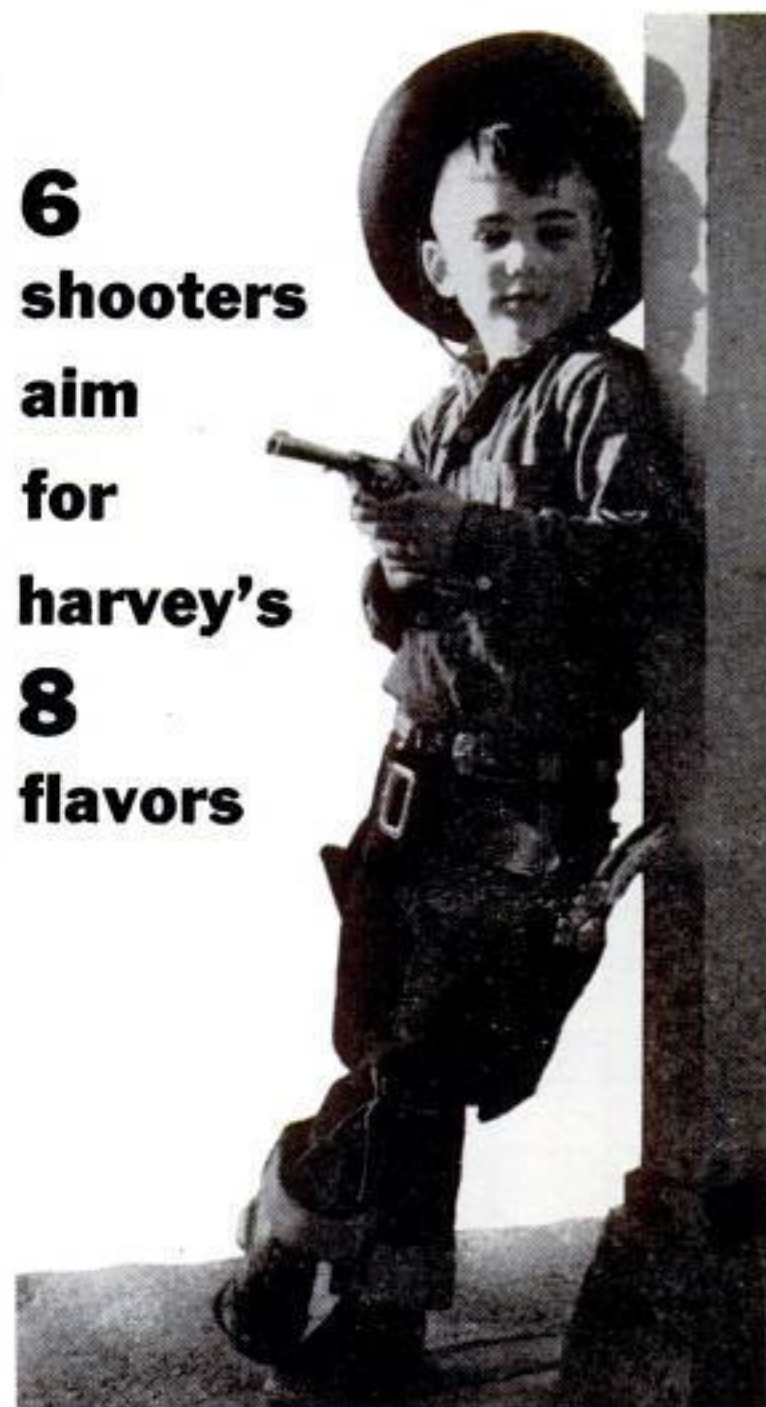
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No Other Method Acts Like Dr. Scholl's

1. Pain stops fast
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No waiting for the kind of relief you want when you avail yourself of the multiple action of Dr. Scholl's Zino-pads. Relief starts in seconds... corns are removed in a jiffy... new or tight shoes are eased. Get this fast relief today. Sold everywhere.

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the telephone itself and other needed equipment.

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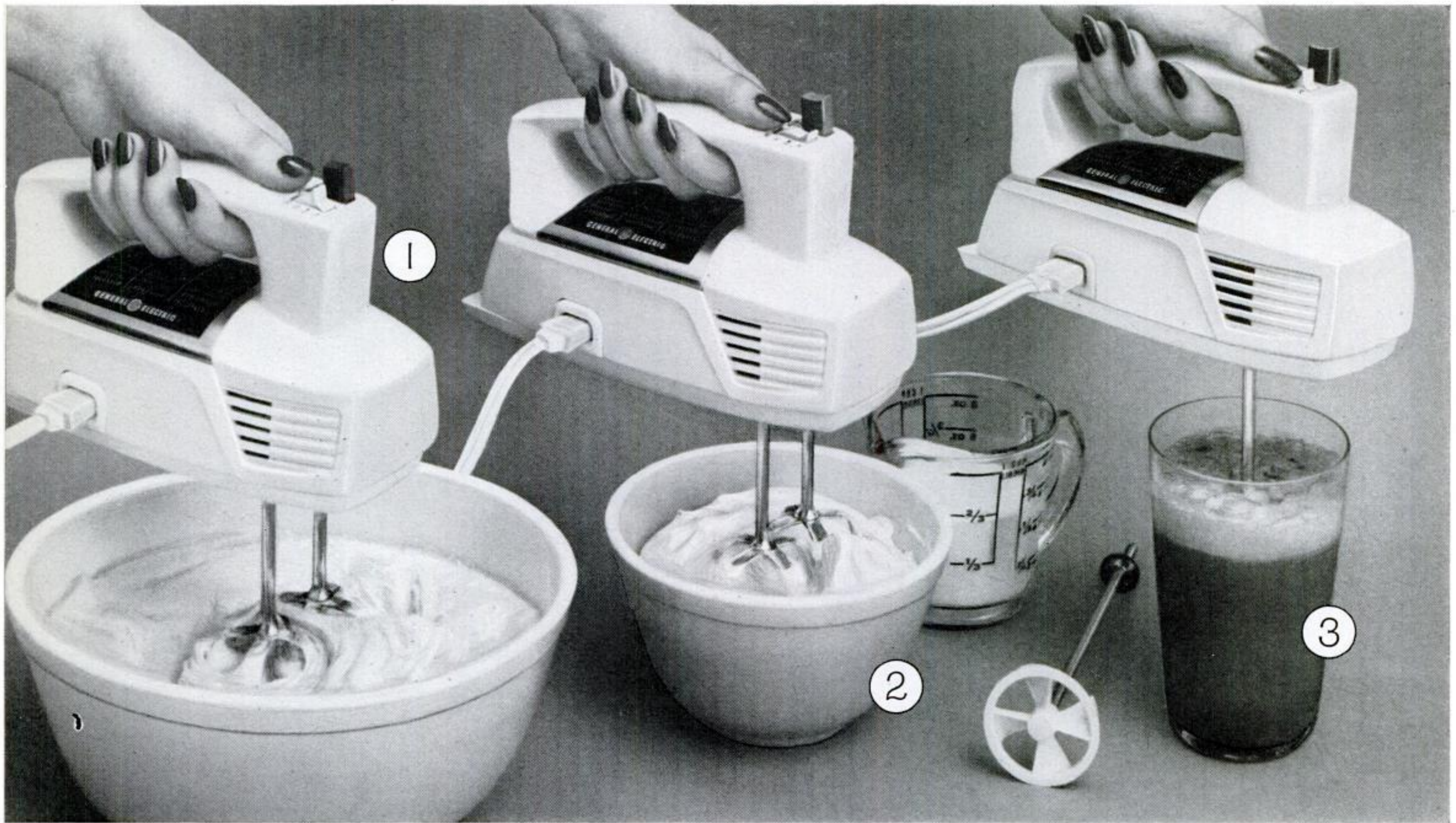
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LIFE

Vol. 46, No. 20

May 18, 1959



The Editors of LIFE begin a new and urgent series HOFFA'S TEAMSTERS

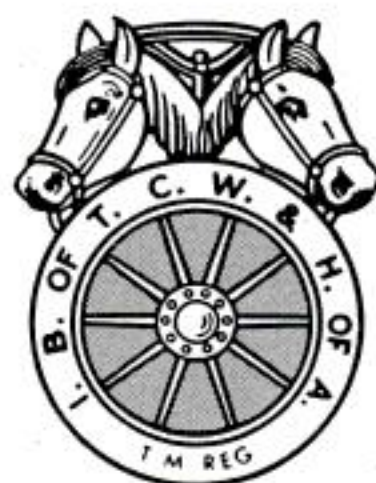
In this issue, LIFE begins a three-part series on the nation's biggest union, the International Brotherhood of Teamsters, which has become a national menace.

Part I shows the sources of the union's great and threatening power.

Part II next week gives an extraordinary,

intimate portrait of the boss, Jimmy Hoffa, who makes startling revelations about what he wants and how he gets it.

Part III, the following week, pries into the union to show the diehard members, a hard-hitting local moving in on a town, organizers conquering a new beachhead.



'I'M BOSS OF AN OUTFIT THAT WINS' TOUGH JIMMY'S UNION: THE POWER AND DANGER

"Frankly, I don't care what your opinion of the Teamsters is," Jimmy Hoffa told LIFE. "Anybody who's seen McClellan's *Playhouse 90* knows there isn't another union in the country that can take the investigation we did and stay together." Then Jimmy Hoffa, sure of the Teamsters' invulnerability after the Senate's two-year investigation, permitted LIFE to come inside and do an exhaustive study of him and his union.

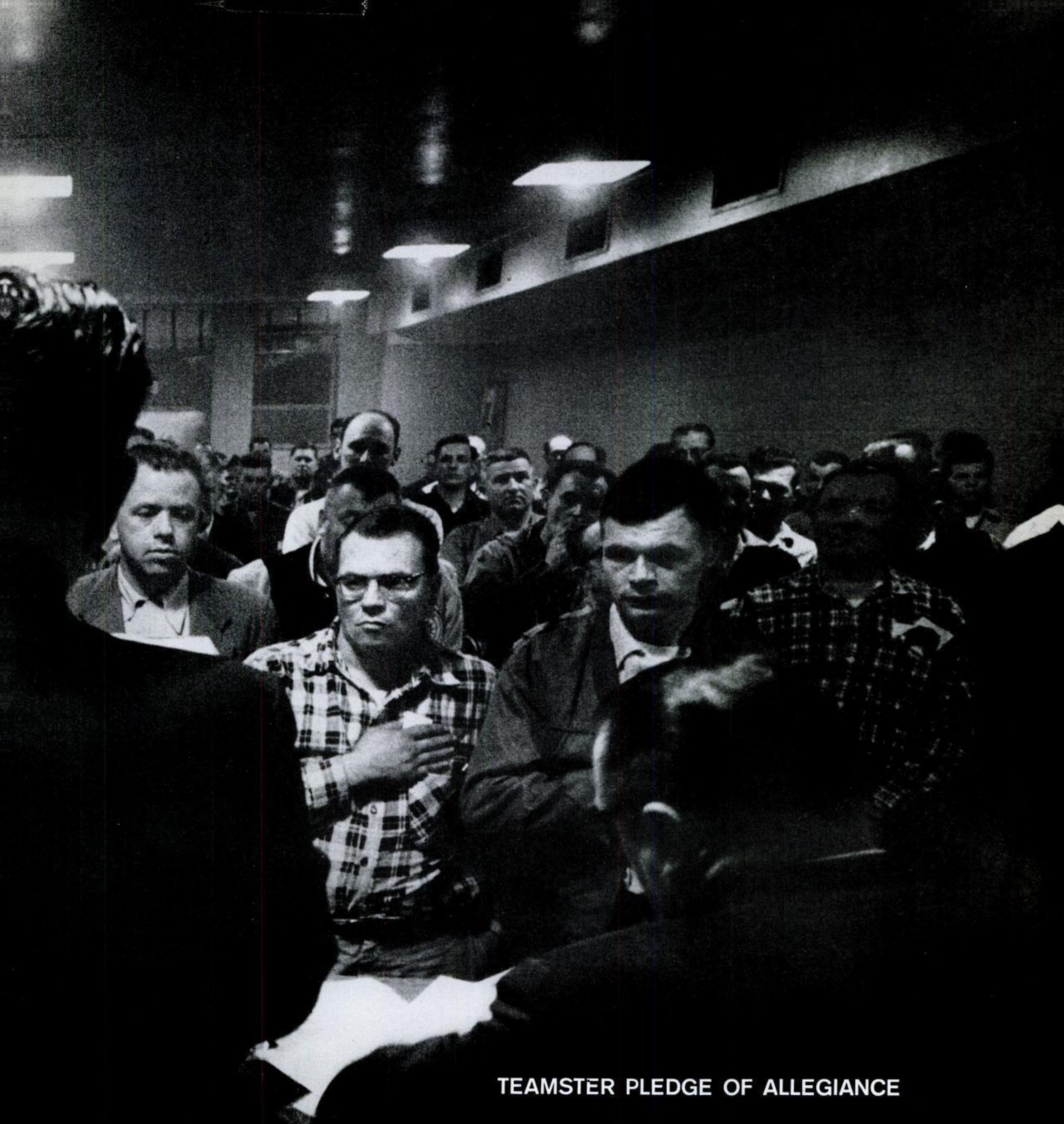
James Riddle Hoffa, shown phoning at left, is the toughest and one of the smartest labor leaders in the U.S. The union of which he is general president is the biggest in the nation. If Hoffa takes it into his mind some day, he can bring a major portion of U.S. transportation—and thus the entire economy—to a halt. This dangerous potential held by him and the 1.6 million members of his International Brotherhood of Teamsters is in itself a shocking reversal of logic. On the face of the record, the union should be fighting utter demoralization, and its

general president might be a ruined man in jail. The Teamsters' corrupt hierarchy, studded with grafters, gangsters and extortionists, has been repeatedly exposed. The union has been kicked out of the parent A.F.L.-C.I.O. Hoffa himself has faced two major criminal indictments. But Hoffa is harder than one of his truckers' tire irons and the public furor only served to consolidate his power. "I'm boss of an outfit that wins," he boasts.

Outwardly the Teamsters seem to be a normal part of American life. Its members are hard-working citizens, loyal to the aggressive leadership which gets them better than average pay. Behind this apparent normalcy, leaders who have not been noticeably concerned with the public welfare in the past can brazenly grasp for more power over the everyday lives of all Americans. They know that each success adds to the basic source of this power—the rough-and-ready rank and file, tied in a Teamster vow (*next page*) to each other and to the man who rules them.



JOINING THE UNION, new Teamsters follow Hoffa (*foreground*) in union pledge of allegiance (printed on opposite page) at his 15,000-member Local 299 in Detroit. Other members at the meeting are standing up as witnesses during this solemn ceremony. Hoffa, who holds the local leadership in addition to his national job, told the initiates not to mumble. "Speak up like you do to your wives," he said.



TEAMSTER PLEDGE OF ALLEGIANCE

I will use all honorable means
to procure employment for brother members
I will be obedient to authority . . . charitable
in judgment of my brother members
I will render full allegiance to this union
and never consent to subordinate its interest
to those of any other organization of which
I am now or may hereafter become a member

A BACKGROUND OF VIOLENCE . . .

The Teamsters grew to size and power using their muscles and their past is streaked with violence. They have fought internecine wars, battled strike-breakers, police and other unions, and have died from gangsters' bullets.

Formed in 1867 as a casual group of Chicago hack drivers, the Teamsters were snubbed by early trade unionists as a bunch of rowdy horse-handlers. But Sam Gompers welcomed them into the A.F.L. in 1899, recognizing a growing truth about the new union: "No industry can successfully carry on if the teamster lays down his reins." Within two years membership in the Team Drivers' International Union jumped from 1,700 to 30,000. In 1902, when a Chicago local blockaded the stockyards, police were powerless to break through and avoid a meat famine. In the 1905 Montgomery Ward strike, one of the bloodiest in U.S. labor history, a showdown Teamster battle killed 20 people, injured 400. But the strike was a defeat for the union and brought on the downfall of its president, Cornelius Shea, who later went to prison for attempted murder.

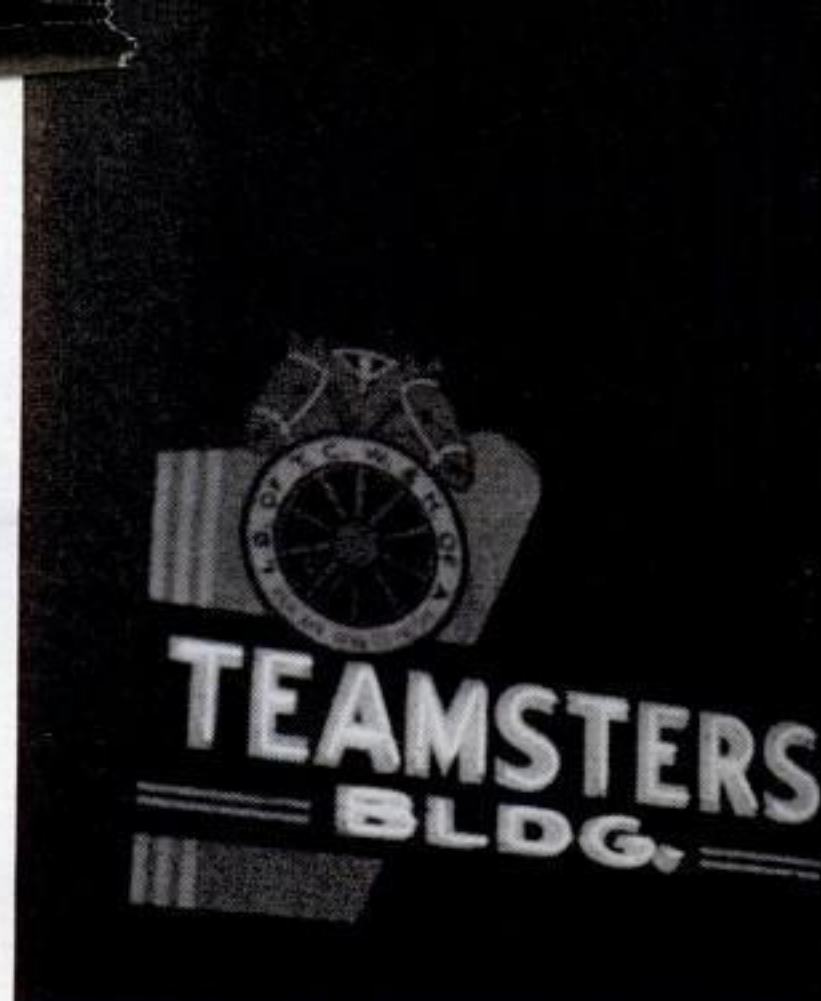
New boss Dan Tobin became a New Deal political wheel but had trouble controlling his growing, aggressive locals. In one Teamster dispute he was attacked and nearly died from the injuries. Chicago gangsters muscling into the union machine-gunned a vice president. But Tobin's biggest problems came from a rebellious Minneapolis local, run by the Trotskyite Socialist Workers party, which wielded feared power in the strike-ridden 1930s (right). It set a pattern for future Teamster organization by expanding its membership to "over-the-road" intercity drivers, giving them a power far beyond the boundaries of the local.

When Dave Beck succeeded Tobin in 1952 he turned Teamsters away from violence in the streets to corruption and money-making in high places, opening the door to a notorious group of opportunists and thugs (pp. 36-7).

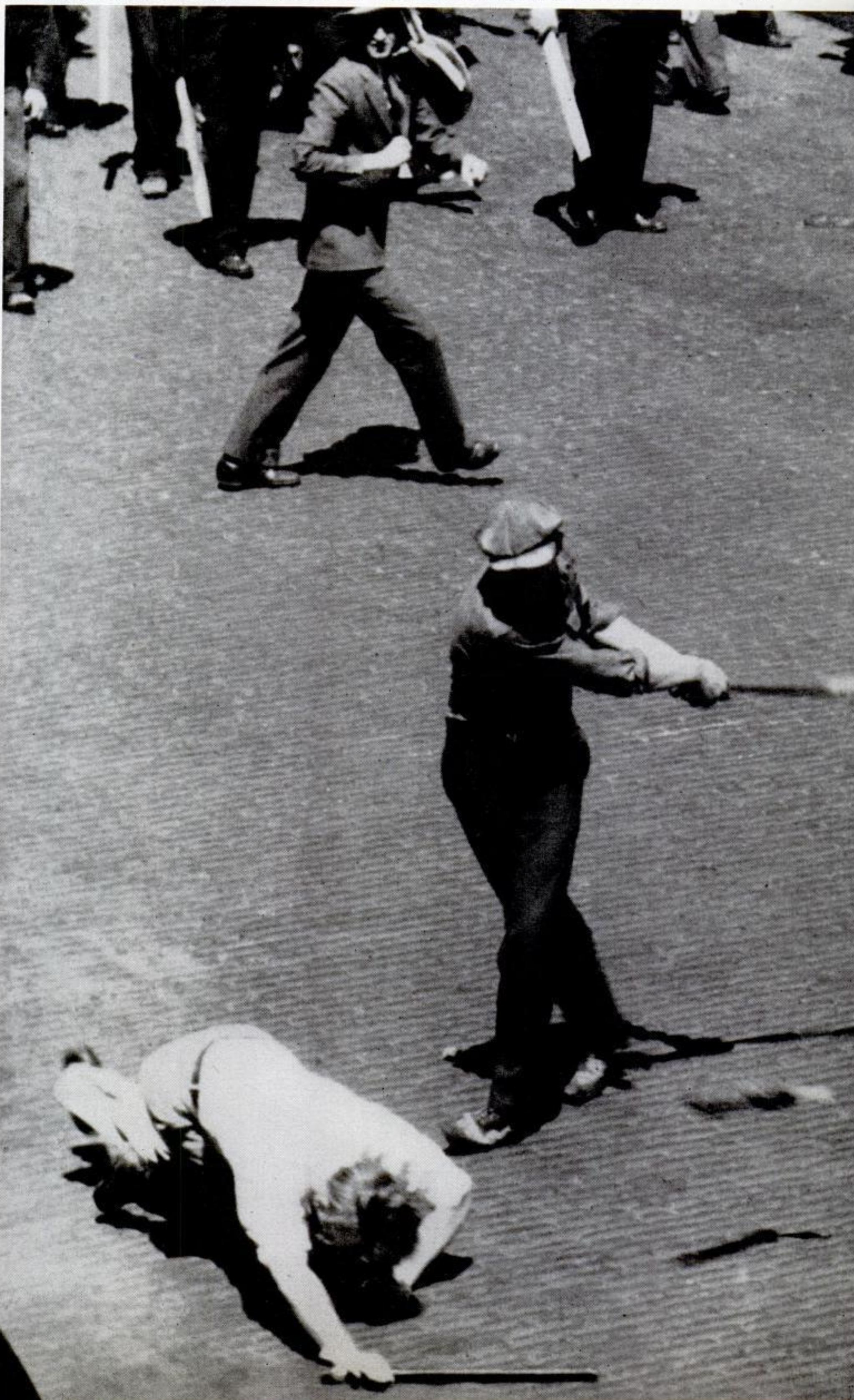


STORMY LEADERS of Teamsters include A.F.L. President Sam Gompers (left), who helped set up

national union in 1899; President Cornelius Shea, who later served six years for attempted murder;



IN CLASSIC PHOTO OF TEAMSTER VIOLENCE, A TRUCK DRIVER DURING A 1934 STRIKE IN MINNEAPOLIS



EARLY TEAMSTERS, from whom the union got its name, drove horse-drawn wagons like these outside Seattle furniture store. Teamsters then often had to work as much as 100 hours a week for \$10-\$12.



President Dan Tobin (*right*), who became a political big shot; President Dave Beck (*extreme right*) who

was burned in effigy (*center*) by Teamster members when he was convicted of misusing union funds.

BEATS UP AND KILLS A COMPANY EXECUTIVE WHO WAS SERVING AS A VOLUNTEER POLICE OFFICER



... BUT TODAY, COLD SQUEEZE

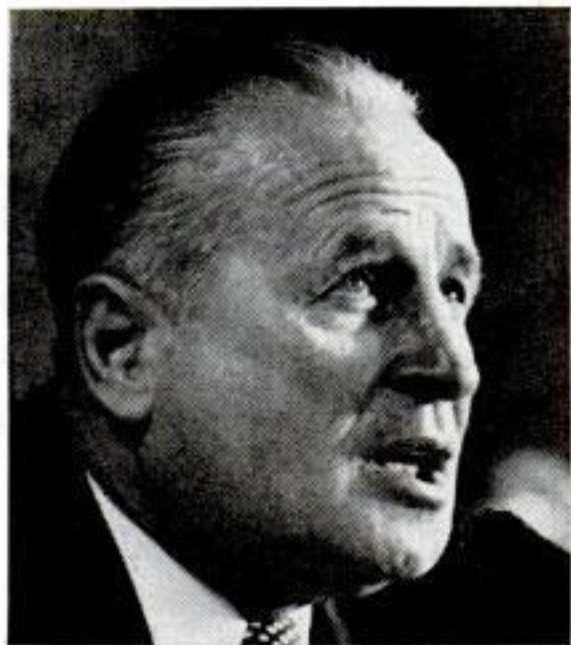
Today, head-bashing is largely history for the Teamsters. Their effectiveness now is rooted in organization, a brotherhood of 1,026 locals grouped in four semi-autonomous conferences that cover the U.S. Some 90% of the nation's intercity trucks are manned by Teamsters. Hoffa and his wealthy union can put the cold squeeze on the most recalcitrant employers, for to buck them is to risk a strike. "We are the transportation of America," he says, "and we control because raw materials must be transported in and finished products must be transported out."

Teamster power has bloomed in adversity. When the Teamsters were thrown out of the A.F.L.-C.I.O. in 1957 for failing to get rid of hoodlums, they became free from any restraints that might be imposed on them by the rest of organized labor. Now they can write their own ticket. They recognize another union's strike only if it suits their purposes. If it does not, they walk right past picket lines. Ironically, it is sometimes necessary for the A.F.L.-C.I.O. to solicit Teamster support before it dares call a strike of its own.

The union's swaggering strength impresses everyone in the labor structure, including unorganized workers. The Teamsters are moving into fields that have little to do with transportation—oil workers, clerical help, stock workers at Cape Canaveral. Today, Hoffa can often have his way almost without lifting a finger by means of the stern application of union power. In Winston-Salem, N.C. a few years ago, Truck-Operator Malcolm McLean disagreed on a Teamster contract. Hoffa never even showed a picket in McLean's backyard. But all over the East, McLean suddenly found that yards would not admit his trucks and they could not be unloaded. McLean held out for 13 weeks, then came to Hoffa and said: "How can we straighten this out?" Hoffa replied: "Just sign the damned contract." McLean signed.



DYING EXTORTIONIST Frank Kierdorf, a business agent for the Teamsters in Pontiac, Mich., suffered fatal burns while trying to set fire to cleaning establishment which had refused to sign a contract.



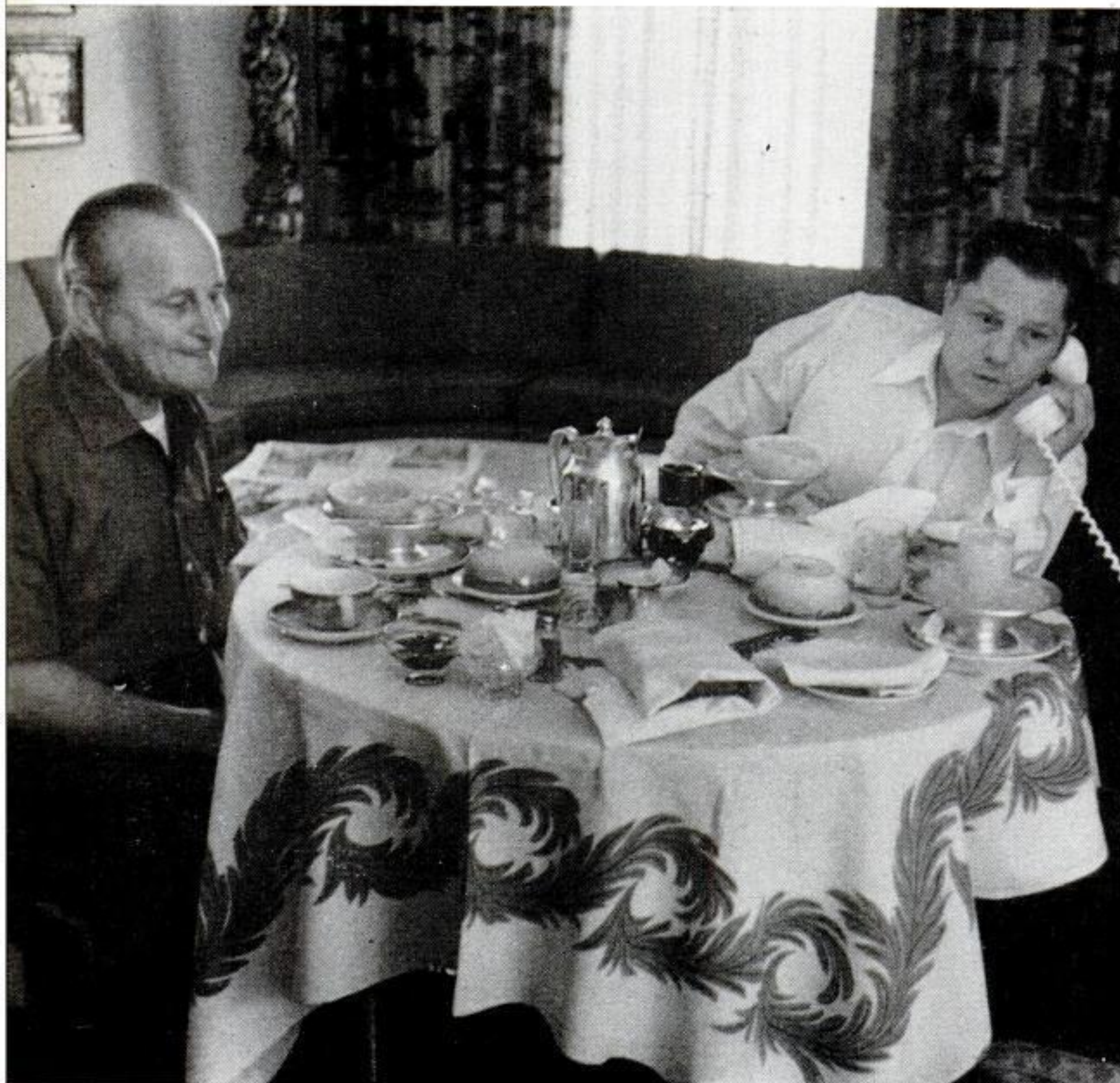
FRANK BREWSTER
Chairman, Western Conference

Biggest Teamster on the West Coast and once an intra-union enemy of Hoffa's, Frank Brewster, shown left and below breakfasting with Hoffa recently in Los Angeles, was cited by Senate for contempt, was convicted and later acquitted. McClellan committee says he has spent union funds to support racing stable of horses exercised by Teamsters, used union money to buy house in Palm Springs.



RAYMOND COHEN ↓
International Trustee

The secretary-treasurer of Philadelphia Local 107, Cohen has been arrested three times, was convicted in 1932 for running a lottery, is said by McClellan committee to have used union funds for Florida rentals and to purchase and maintain a private yacht. Below he jokes with friend Jimmy Hoffa in hotel room. Noting Cohen's suntan, Hoffa tolerantly cracked, "Hey muscles, that looks like Acapulco."



HOFFA'S CREW—TRIED, TRUE, OFTEN CONVICTED

The Teamster payroll is liberally studded with the names of men who have been in trouble with the law and many of the worst of them are high officials, close associates of Jimmy Hoffa. For Hoffa, hoodlums and hoodlum tactics have always been convenient tools in the acquisition and maintenance of power. Here he is shown transacting union business with four of his current Teamster colleagues who have criminal records. There are many others in the union. Convicted extortionist Johnny Dio helped Hoffa gain control of New York's Teamsters in 1956. In Chicago Hoffa is indebted to racketeer Joe Glimco, jukebox king and boss of Teamster Taxi Local 777. McClellan committee counsel Robert Kennedy said recently that he was convinced that Hoffa and his top aides are in touch with every important gangster in the U.S.

Hoffa himself, who in his brash union youth proudly wore lumps acquired at the wrong end of a policeman's stick, seems almost refined by comparison with his crew. But in recent years he has been tried twice by federal juries—for bribery and for wire-tapping with Owen "Bert" Brennan (*opposite, far right*). Though Hoffa was acquitted of both charges, there was strong evidence that Hoffa's friends had tried to influence the jury in the bribery trial. Hoffa's intimates say the boss would like to clean out some of his hoodlums, but Hoffa remains loyal to them, saying of one Teamster pal with a long criminal record: "He's just had bad write-ups."





FRANK FITZSIMMONS →
Sec'y-Treas., Michigan Conference

Vice president of Hoffa's Detroit local and a big man in the Midwest, Fitzsimmons has been arrested for larceny and extortion, was picked up in the investigation of a shooting. McClellan committee said Fitzsimmons drove trucking company head out of business. Company was then taken over by Fitzsimmons' sons, a brother-in-law and Mrs. Hoffa. At right, Fitzsimmons and Hoffa confer in Detroit.



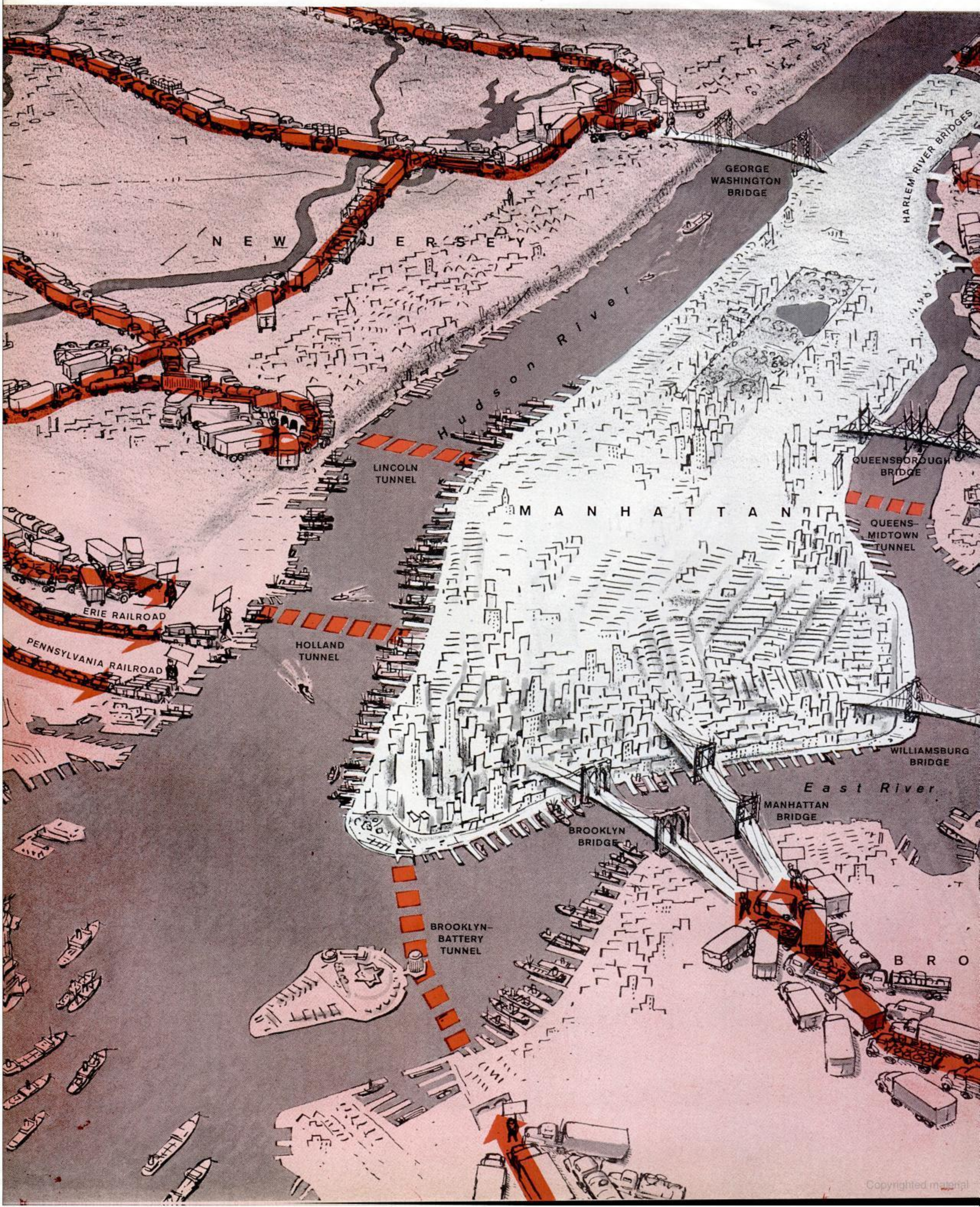
OWEN 'BERT' BRENNAN
International Vice President

Brennan has been arrested 15 times for bombing, conspiracy, assault and violation of antitrust laws. He has been convicted six times, took the Fifth Amendment before the McClellan committee 107 times in 1957. The President of Detroit Local 337, Brennan is Hoffa's closest friend, shares an office with him (below) and places winning bets for the union chief on a stable of Brennan trotters.

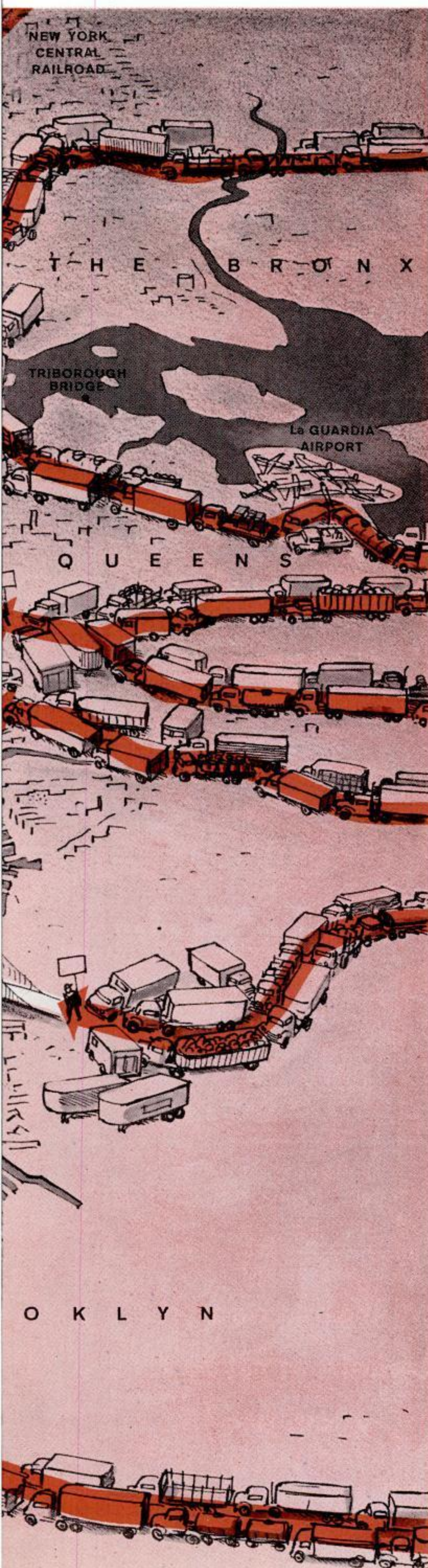


TEAMSTERS CONTINUED

WHAT HOFFA, HIS MEN, HIS ALLIES COULD DO TO



NEW YORK . . .



SEEKING ALLIES, Hoffa (center, across table), meets with heads of unions which control New York harbor and waterfront. From left facing camera they are Paul Hall of Seafarers International Union,

Joseph Curran of National Maritime Union, Hoffa, Teamster official Harold Gibbons and Captain William Bradley of International Longshoremen's Association. Others at the table are union executives.

. . . IF THEY DARED TO TRY

Here in a map, summed up simply and graphically, is what Jimmy Hoffa and his Teamsters could do to New York's Manhattan Island if they ever decided to employ their ultimate weapon—the choke-off. It represents the extreme method by which the Teamsters might attempt to get their way; like an intercontinental missile it is a weapon most effectively used as a threat. Though Hoffa has never proposed such a step, he now has the power to take it.

If all the Teamsters struck at once, the bridges and tunnels leading into New York would be cleared of freight traffic. Everything which reached the city by railroad or boat would pile up in receiving areas because there would be no vehicles ready to pick it up. The city literally survives on heavy daily doses of freight. Within hours the great pinch would be felt. If the choke-off came during the winter months, the two million gallons of fuel oil needed each day to heat Manhattan's buildings would be cut to a trickle. Supplies of food would soon dwindle to nothing; most of the daily 15 million pounds of perishable fruits and vegetables would be stopped, as would five and a half million pounds of meat and 800,000 quarts of milk. If all 150,000 Teamsters in the greater New York area were to stop work, there would be no sanitation pick-ups, no payrolls delivered by armored-truck drivers, not even any hearses would move. And if Hoffa could summon other,

allied, unions, the tie-up would be even more crippling. Longshoremen would refuse to unload any incoming ships able to dock without the help of striking tugboat crews.

One of Jimmy Hoffa's fondest—and most frightening—labor dreams involves the formation of a 50-union Conference on Transportation Unity, an alliance of workers of all unions having anything to do with transportation in the U.S. The tremendous crippling power possible in such a sweeping confederation brought appalled reactions from Congress and from the A.F.L.-C.I.O. This has made Hoffa decide to table his plans for the present. But he has continued to work to bring unions together in "coordinated cooperation" pacts—which means that his Teamsters will help unions which assist them in return. In New York Hoffa recently concluded such a pact with various maritime unions (above). On the West Coast and in Hawaii, his Teamsters have a working agreement with the longshoremen and warehousemen bossed by Harry Bridges (insert).



WEST COAST'S HARRY BRIDGES

If Hoffa and his allies ever chose to bring about a strike in New York or in any other U.S. city, it is likely that the results would be so disastrous that drastic action, perhaps even implemented by the National Guard, would be taken to cope with the emergency. In such an instance Jimmy Hoffa might have overreached his power, destroyed both the Teamsters and himself and set back unionism in general. The threat remains.

TEAMSTER EMBARGO of New York is projected in map at left. If the union and its maritime allies stopped work at the same time, no freight would move along main arteries (in red), all entrances to

the city would be cleared of trucks, railroad supplies would pile up at depots in New Jersey, vessels carrying vital cargoes to the stricken town would be stalled in harbor without workers to unload them.



RIVAL UNIONIST, Morris Pizer of the United Furniture Workers, calls on Hoffa to discuss jurisdictional dispute between his union and the Teamsters.

RESPECTFUL PROCESSION SEEKING HOFFA'S WORD

Though union business takes him all over the U.S., Jimmy Hoffa makes his base of operations in Washington. He manages Teamster affairs from the big headquarters building that cost \$6 million in truckers' dues and is equipped with a movie theater—where, in pre-McClellan Committee days, congressmen and their wives saw free, first-run movies. Here Hoffa maintains a steady, exhausting pace. Calls pour into his office on five lines. His appointment schedule is as tight as President Eisenhower's. Teamsters, other unionists, even businessmen (*below*) come humbly to ask favors, settle disputes, discuss strategy, get the go-ahead from the boss. In interviews ranging from a few seconds to 15 minutes long Hoffa is attentive but coolly impersonal. After brushing aside the request of one Teamster official (*right*) who wanted to expand into neighboring territory but neglected to tell the boss the exact reason, Hoffa remarked curtly, "There's a big construction job going on over there and he didn't think I knew about it. He's not pulling the wool over my eyes."



TENSE EMPLOYER, John Wilson, representative of a truck leasing company, talks urgently to Hoffa in three minutes allowed him after he had waited an hour.

An obsequious Teamster
gets nowhere in pitch
to his big union boss . . .



Next week: a close look
at Hoffa—some
remarkable revelations

A FINE PLAY REVEALS A NEED

Concerning MacLeish's *J.B.* (pages 124-138), we have a question not touched on by our commentators. Does its success indicate any change in America's famous incapacity for great tragic drama?

That incapacity was explored on this page some years ago (*LIFE*, Dec. 2, 1946). We there defined dramatic tragedy (the art of the greatest Greeks, Shakespeare and few others) as the ennobling spectacle of a great man confronting his own finiteness and being punished for letting his reach exceed his grasp. "Is significant dramatic tragedy possible in a democratic (i.e. egalitarian) society?" This question, raised in that editorial, was also the subject of a panel discussion last February at the University of Detroit, before a four-state conference at the intercollegiate literary society Lambda Iota Tau. For texts the students took writings of Playwrights Arthur Miller and the late Maxwell Anderson as well as the *LIFE* editorial, which had argued that America's faith in human progress, plus our democratic reluctance to heroize human nobility of any kind, were obstacles to the tragic sense.

The Detroit panelists concluded, in general, that the modern American theater has *not* produced significant tragedy, that, although ours is a tragic age, we take ourselves seriously in non-tragic ways; but that this is less an American than a 20th Century failing, related to the agnosticism of the age. Thus while the playwrights fared poorly, the *LIFE* editorial was also declared outdated—particularly since this alert and serious group of undergraduates was so obviously ready to appreciate high tragedy if anyone would write it for them. In fact the executive secretary of Lambda Iota Tau has suggested a new *LIFE* editorial to be called "Tragic Young America."

This isn't that. Instead we re-examine our earlier theme. Even if the audience is ready, don't American efforts to write serious tragedy still somehow fall short of the classical standards? Why? Two recent efforts bear on the point.

One is *The Ballad of Baby Doe*, the Moore-Latouche opera whose real-life heroine, Baby Doe Tabor, graced *LIFE*'s cover last week. Less than three years old, this opera is established in many critical minds as a real contribution to the classical tradition. The story is a great love triangle and the setting is Colorado silver mining in the '80s and '90s.

Haw Tabor has the attributes of a tragic hero. He was the richest and most powerful man of his time and place and Baby, his bride, was the loveliest filly. There is a great wedding scene in Washington (Tabor was briefly a senator) attended by President Chester A. Arthur, and a wonderful campaign speech of William Jennings Bryan delivered as an aria. The opera ends when Tabor's silver luck runs out and he dies, old and broke, in 1899. But as no Coloradan needs to be reminded, Baby Doe did not die until 1935, older and broker than Tabor and more truly tragic.

She died still guarding the dead Matchless Mine, faithful to his last words: "Hang on to the Matchless!" It took a three-day blizzard to end her 36-year vigil and freeze her on the floor. But the opera scarcely hints at this fabulous fixation, this heroic dedication to an illusion of perpetual riches. Instead its last words are Baby Doe's farewell song to Tabor, declaring that their love has conquered all. The true story was better art than the opera. Good as it is, *Baby Doe* gets off stage too soon as a mere love story, and is therefore a case of American evasiveness when confronted with a genuinely tragic theme.

Now about *J.B.*? This exciting play deals audaciously with those eternal problems of life, death, the meaning of suffering and the existence of God, which this generation of Americans has become most eager to take seriously. If only for that reason (and there are others) *J.B.* is a welcome enlargement of the dimensions of the American theater.

J.B. can be considered either as a human drama or as a "theodicy" (an explanation of God). As a theodicy, the play requires the fuller explanation, which MacLeish has elsewhere given, of how he sees God's conflict with Satan and man's role therein. "In the struggle between good and evil," says MacLeish, "God stakes his supremacy as God upon man's fortitude and love. . . . Man depends on God for all things; God depends on man for one," that one being man's love freely and unreasoningly given. This might be called a proto-Christian theodicy.

Now consider *J.B.* as a human drama. The hero is denied the one thing he thinks he needs most: a clear explanation of his sufferings from God. The play is therefore a formal tragedy. But it is not a complete tragedy, for the catharsis is blurred by an ambiguous, humanistic ending. Instead of answers, *J.B.* gets his wife back and a chance at a fresh start. The love they "blow on" is not divine love; it is pathetic, not transcendent. Thus the ending is too biological for good theodicy; and also a little too cozy for good tragedy. Is there a touch of that same escapism that spoils the end of *Baby Doe*?

Ever since Matthew Arnold marked the ebb of faith in *Dover Beach*, artists have used romantic love as a handy solvent for man's philosophical dilemmas. But it is not so much a solvent as a way of changing the subject. Our dramatists seem incapable either of sticking to the stark tragic line that withholds this balm, or of transmuting the balm into the genuine solvent of divine love. The undergraduates at Detroit may well have put their finger on the reason for this incapacity: the agnosticism of the age, an age interested in God but still remote from him. The ambiguity of *J.B.* reflects this ambiguity of the age. But by opening the question it may somewhat lessen our remoteness from God, and bring us closer to the day when Americans can confront the tragic aspects of their existence with ennobling humility instead of evasion.

LET'S CUT THE PRICE OF STEEL

The wage negotiations in steel, which will affect the course of U.S. inflation, focus a lot of attention on the companies' first-quarter profits, which are indeed handsome: U.S. Steel's up 70% over the first quarter of 1958, Bethlehem's up 100%, etc. All concerned should rejoice in these profits. They represent rising productivity in a basic U.S. industry.

What should be done with these handsome profits? Of U.S. Steel's first-quarter \$106 million, \$60 million went for new plant, \$46 million for dividends. They plan a similar future allocation. But this is precisely what the negotiations are about. The unions want a wage raise to be paid for out of profits. Everybody says he wants no rise in steel prices. The public interest in a noninflationary settlement is urgent.

Why don't steel companies re-allocate their expected profits

to make room, not for a wage boost, and not just for no increase in prices, but for an actual price cut? This would do more to halt inflation than any other course. It would remove both the profits and the inflation issues from the rhetoric-flooded center of the steel bargaining table. It would stimulate markets and reduce the unemployment throughout the industry. It would improve the position of our own steel industry in foreign trade, which is an increasingly crucial consideration. And as for the rest of us—whatever has happened to that good American capitalist doctrine, first popularized by Henry Ford, that increased productivity benefits the consumer through more product for less money? Steel productivity is way up. It's an extremely appropriate moment for steel prices to reflect this by coming down.



NOW! NEWLY IMPROVED!

Even more chicken flavor!



Dip in your spoon! That steaming, golden broth is richer, has more body. You can actually see the difference! Yes, there's even *more* chicken flavor in Campbell's newly improved Chicken Noodle Soup. And those tender pieces of chicken, those melt-in-your-mouth enriched egg noodles! M'mm! Delicious! So quick, too – only 4 minutes; and so thrifty – less than 7¢ a serving. Campbell's newly improved Chicken Noodle Soup makes it easy to enjoy the happy habit: Once a day . . . every day – SOUP!



Have you
had your
soup today?



FATHER'S DAY



World's most magnificent radio! Powered to tune in the world. Zenith's all-transistor Trans-Oceanic® radio—smallest and lightest standard and band spread short-wave portable made. 8 wave bands. Royal 1000, \$250.** Royal 1000D adds ninth band for FAA weather broadcasts, \$275.**



WEDDINGS



Remembers to call you even after you shut it off! This clock radio with Snooz-Alarm† timer calls you five times at 7 minute intervals after you shut off the alarm. Sleep switch turns set off automatically. Long distance AM chassis. In 4 color combinations, AC only. Model C519, \$39.95.*

The Zenith gift that suits is also the best there is!



ZENITH ALL-TRANSISTOR RADIOS

A. Plays in autos, trains, planes, yet it's small enough to slip into pocket or purse. Extra-strong audio output gives high volume listening without annoying distortion. Scuff-resistant case in brown, white, coral or green. Royal 200, \$44.95.*

B. Never before such big tone in a transistor portable radio! Four-inch speaker for rich tone at all volume levels. Three-gang condenser brings in stations other transistor radios can't reach. Genuine cowhide case in natural or charcoal color. Royal 750, \$79.95.*

C. Travels easy, travels light! This 27 ounce, all-transistor radio features Vernier tuning for quick, precise station selection; Zenith quality speaker for full, rich tone. In ebony, white or orange with gold color trim. Royal 450, \$59.95.*

D. World's most powerful pocket radio of its size! Up to 300% more sensitivity from Zenith's specially designed circuit. New inverted cone speaker for richer, fuller tone. Nonbreakable nylon case in maroon, white or ebony. Royal 500D, \$75.*

ZENITH TABLE RADIOS

E. Full 6" x 9" speaker with heavy Alnico 5 magnet gives this long distance AM table radio richer, fuller tone. Three-gang condenser for increased signal sensitivity. In two-tone decorator colors. AC/DC, Model B615, \$39.95.*

F. Sensitive long distance AM reception is provided by this AC/DC table model radio. Powerful superheterodyne circuit brings in weak stations loud and clear. Zenith quality speaker with Alnico 5 magnet. In white or maroon. Model B508, \$19.95.*

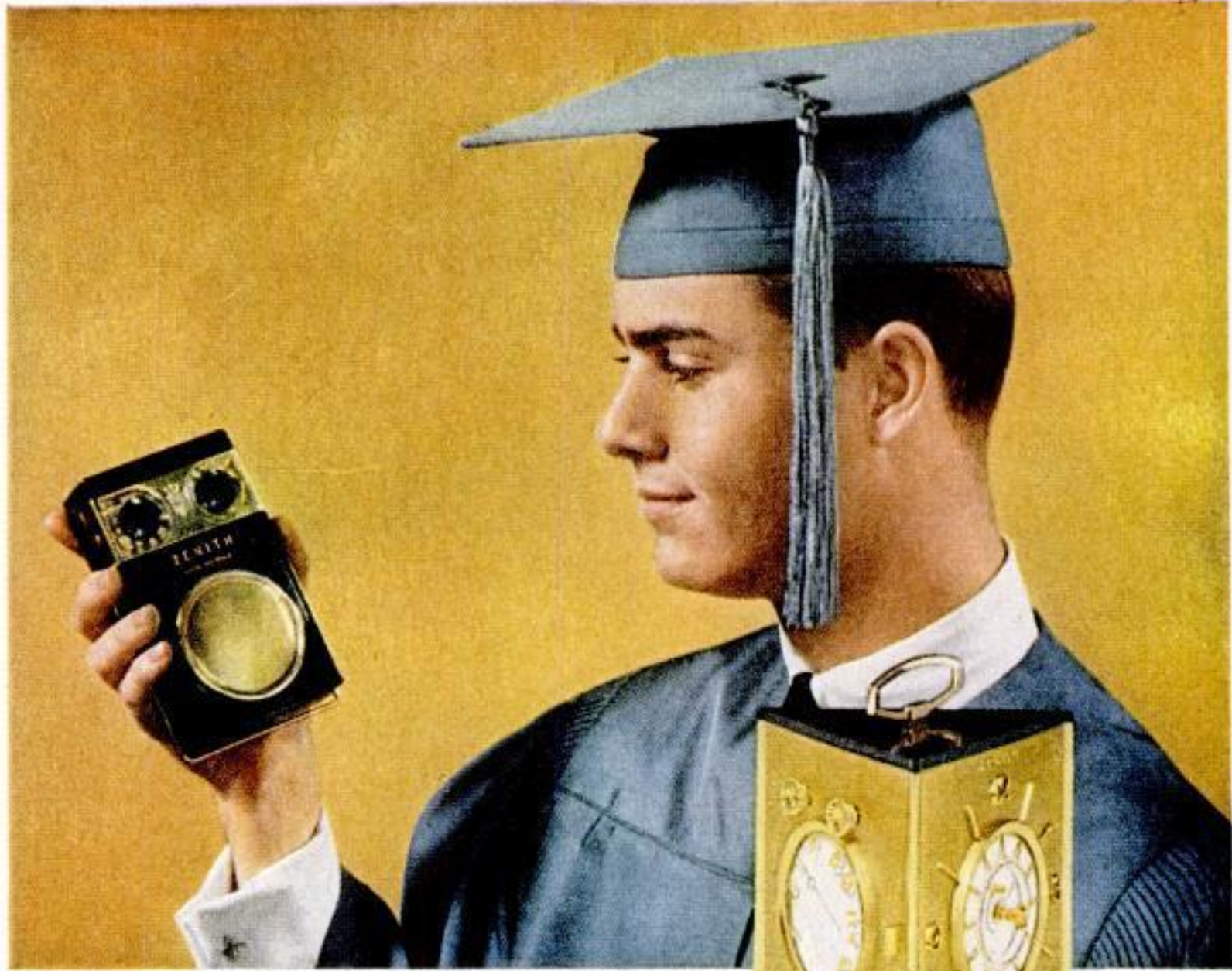
G. Big-radio tone! Zenith quality speaker gives this AC/DC table radio a richness of tone you'd expect to find only in radios twice the size. Built-in Wavemagnet® antenna. Finished back. In choice of 4 two-tone combinations. Model B511, \$26.95.*



*It's gift time at your Zenith Dealer's.
Give a Zenith gift of quality.*



ANNIVERSARIES



GRADUATION

Shown above, Royal 500D.



True high fidelity FM reception! Dual speaker FM/AM table radio with automatic frequency control. Built-in long distance Wavemagnet® AM antenna plus FM antenna. Mahogany, walnut or blond oak with gold colored trim. AC/DC. Model C730, \$84.95.*

The Golden Triangle, all-transistor cordless clock radio. A sensitive long distance radio combined with imported clock of superb accuracy. Rotates to show three faces. Gold color satin-finish panels, 17 Karat gold-flashed trim. Royal 950, \$150.**

them best

Big full tone! Exclusive new features! Handsome new cabinets! World famous Zenith quality built-in! Whatever the occasion—the Zenith radio or phonograph you choose to give is unquestionably the finest of its kind. Zenith quality radios start as low as \$19.95.* Zenith quality phonographs start as low as \$29.95.*



H



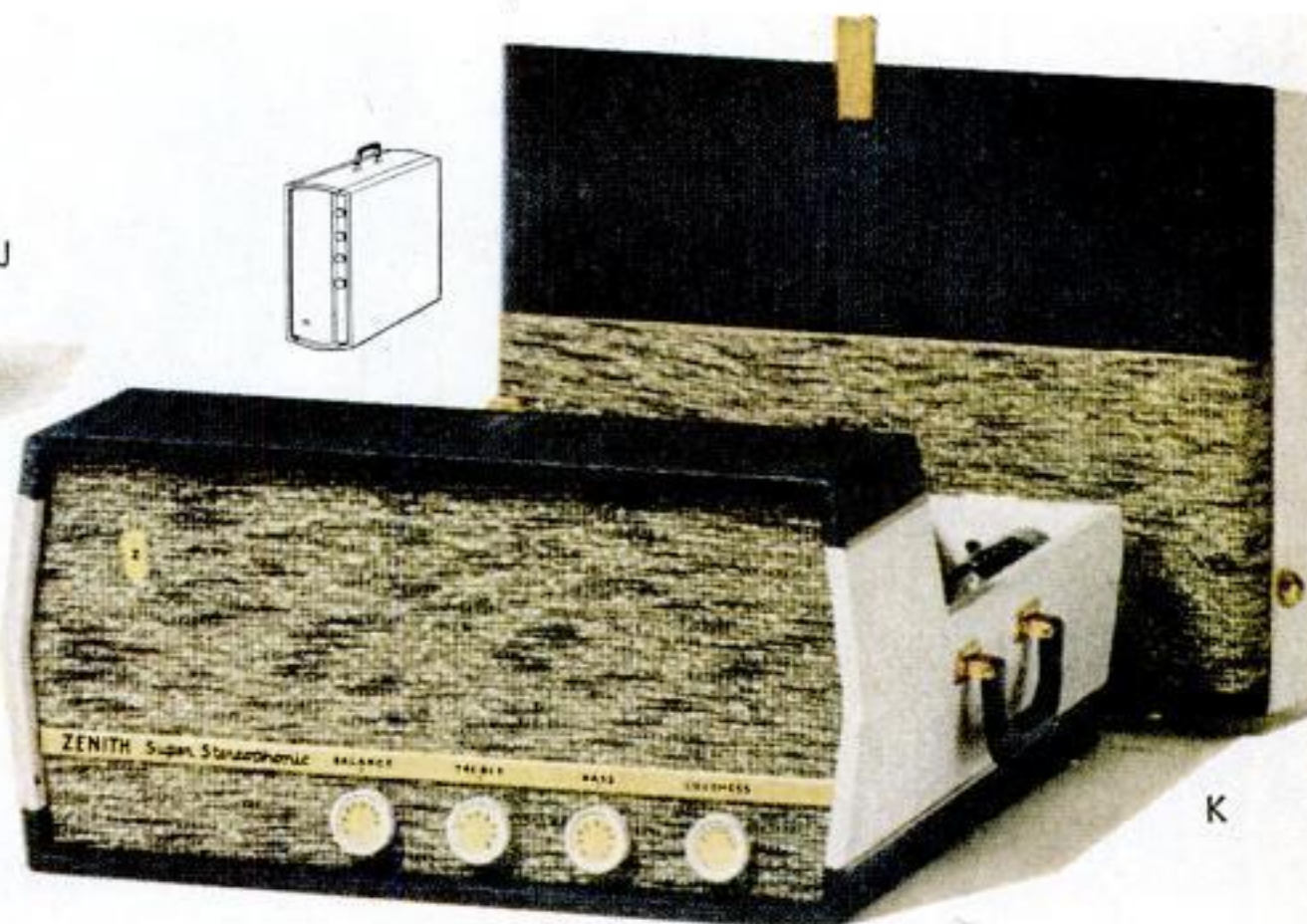
J

ZENITH CLOCK RADIOS

H. Multi-purpose FM/AM clock radio. Wakes you with beautiful Zenith tone, then buzzer calls 10 minutes after. Turns kitchen appliances on or off. Sleep switch turns off radio automatically. In black, white or green. AC only. Model B728, \$79.95.*

I. No wires, no cords—operates on flashlight batteries. All-transistor clock radio with imported clock of superb accuracy, long distance AM radio, Wavemagnet® antenna for clear, sharp reception. In white and smart two-tone combinations, Royal 850, \$85.00.**

J. Beautiful, compact clock radio. Zenith's long distance AM chassis brings in even weak stations sharp and clear. Zenith quality speaker gives brilliant, full tone at all volume levels. In ebony and two-tone combinations, AC only. Model B515, \$34.95.*



K

ZENITH PORTABLE PHONOGRAPH

K. Enjoy stereophonic sound wherever you go! Portable AC stereophonic phonograph with remote speakers built into removable cover. Four Zenith-quality speakers in all. Dual channel amplifier. Plays present records, too. Fine-luggage styling in sturdy charcoal and white Durastron. Model BPS80, \$129.95.*



ZENITH RADIO CORPORATION, CHICAGO 39, ILL.
The Royalty of television, stereophonic high fidelity instruments, phonographs, radios and hearing aids. 40 years of leadership in radionics exclusively. *Manufacturer's suggested retail price without batteries. Prices and specifications subject to change without notice. **Price includes batteries. †Registered trademark of clock supplier.

ZENITH®

*The quality goes in
before the name goes on*



Heavenly-blue softness and luxury—in this lovely negligee of French silk chiffon. Designed by Count Sarmi to match the soft luxury of Soft-Weve, the bathroom tissue that has everything: Superb 2-ply “facial quality” . . . exclusive “negligee” pastels . . . new Soft-Weve perforations, neat and easy-to-tear. Even a shimmery cellophane wrap to *show* you the delicate Soft-Weve colors.

The most noticed little luxury in your home

Soft-Weve®

2-PLY TISSUE BY SCOTT



NEW! "See-through" wrap



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A LOOK AT THE WORLD'S WEEK



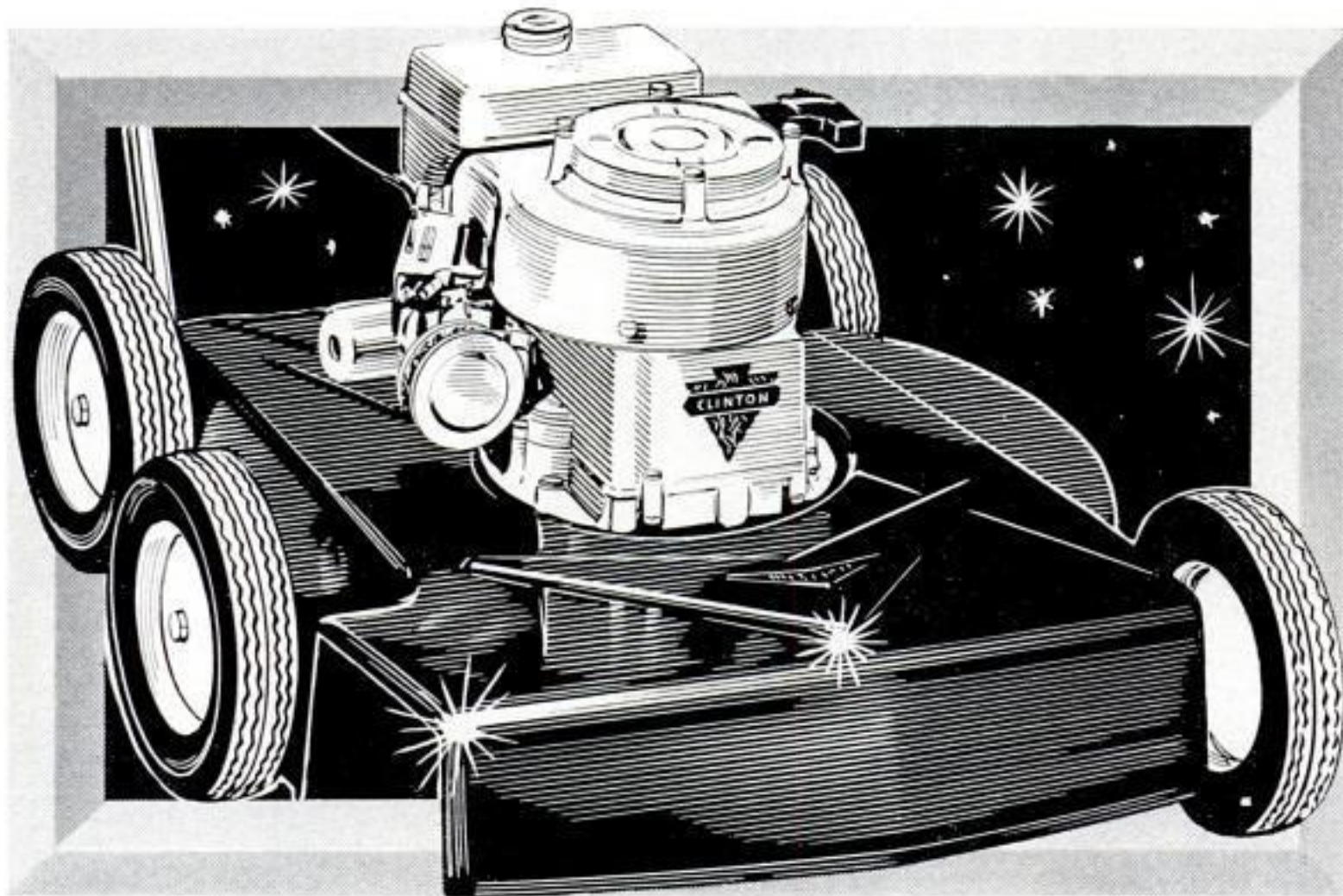
A POIGNANT MEETING OF SOME OLD COMRADES IN THE FIGHT FOR FREEDOM

It was a nostalgic, saddening and historic moment that echoed an era—and signaled its end. Three famous men, who have all grown old in the service of their countries and of human freedom, came together, almost certainly for the last time. At the Walter Reed Hospital in Washington, Dwight Eisenhower, 68, and his guest, Sir Winston Churchill, 84, were calling on John Foster Dulles. At 71, Dulles, stricken with cancer and now forced to move about with the help of a wheel chair, could still muster the decisive energy he has always shown, to gesture

and talk eagerly as the three mulled over past feats of diplomacy and arms.

Churchill himself was here in the U.S. on his ninth visit since the start of World War II and he showed the heavy marks that age has laid upon him. But, on the eve of the first showdown conference over Berlin he could still give resounding expression to the deep and lasting purpose of Anglo-American friendship. "We understand each other," he said, "and we hope that the realization of this truth will continue to increase on both sides of the Atlantic to the lasting benefit of the free world."

Own This 22" WIZARD Deluxe At The Lowest Price Ever: \$54.88

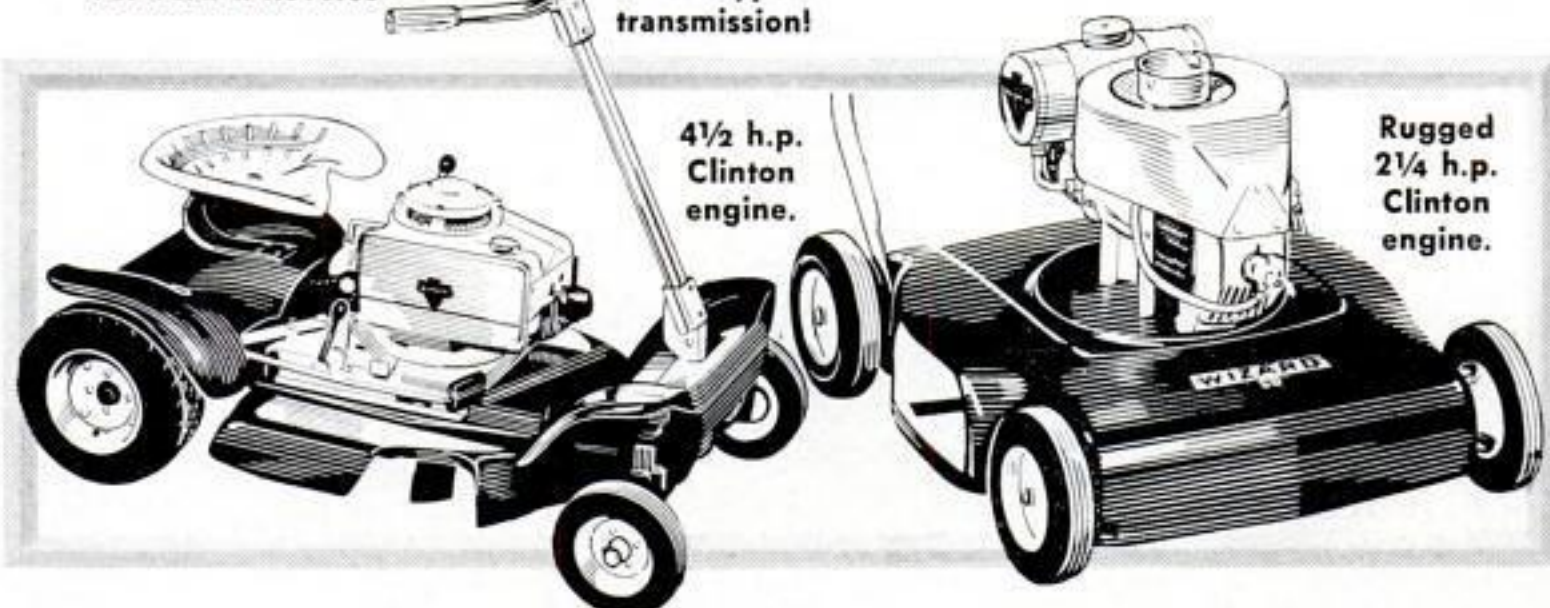


Brawny enough to trim the most stubborn grass . . . large enough to cut long minutes off mowing time! Here's a husky 4-cycle, 2 3/4 h.p. Clinton engine. 22" hollow-ground,

suction-lift blade. 4 cutting heights. Automatic recoil starter. Leaf pulverizer. Throttle control on handlebar. Green enamel. Only.....\$54.88
19" Wizard Deluxe.....\$52.88

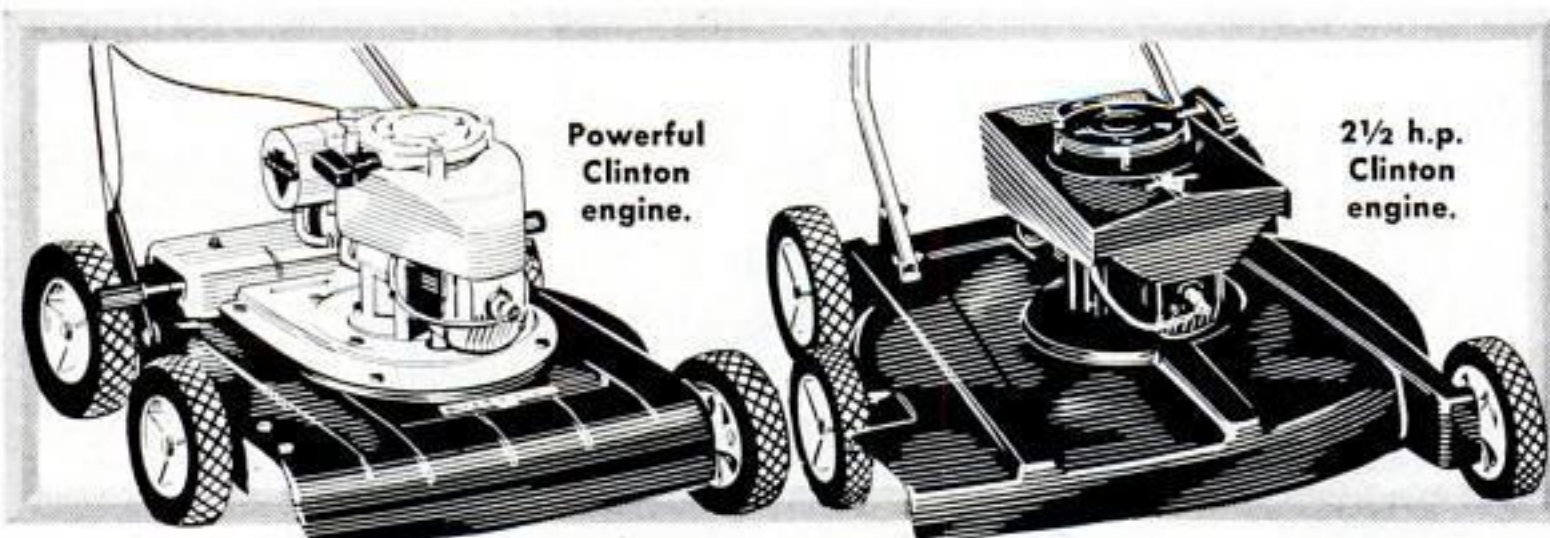
Speeds from 0 to 6 mph!
Forward & Reverse

Auto-type transmission!



A handsome lawn tractor, this Wizard has 25" suction-lift blade. Huge 4-cycle engine. 4 easy-adjust cutting heights. Leaf pulverizer. Blade clutch. Cast iron base \$218.88

Deluxe features at economy price!
18" suction-lift blade. 4 cut. heights. No-windrow side discharge..\$33.77
18" Side Trim 4-cycle.....\$44.44
18" Electric Model.....\$41.95



19" Deluxe Self-Propelled. Finger-tip steering. Clutch, throttle controls on handlebar. Suction-lift blade. 3 cutting heights. Recoil starter. Leaf pulverizer\$64.44

24" Wizard at low, low price!
Suction-lift blade. 3 cutting heights. No-scalp wheel design. Recoil starter. Molded aluminum base. Leaf pulverizer\$54.44

PRICES SLIGHTLY HIGHER IN SOME AREAS SOUTH AND WEST



Our 50th Year

. . . serving America's families with guaranteed merchandise for car, home and outdoor living. More than 4,000 stores coast to coast to serve you.

Western Auto

STORES AND ASSOCIATE STORES

(L59)



HOW TO DISCOVER A GOLD MINE

In Central City, Colo., during ceremonies to mark the hundred years since gold was first discovered in the region, an apparently safe parking space suddenly collapsed and an automobile dropped halfway out of sight with its driver, Mrs. Lela Hagerman, inside. Rescuers quickly pulled the lady out, badly shaken but uninjured after having dramatically discovered the long abandoned shaft of an old gold mine.



SHAH SHARING A QUEEN'S COACH

Looking every inch the eligible and handsome royal bachelor he has become since putting aside Princess Soraya last year, the 39-year-old shah of Iran shared a royal coach with Queen Elizabeth in London. The Iranian ruler was paying a three-day visit of state to England.



RIISING TO A POINT OF DISORDER

The Radio Corporation of America's annual stockholders' meeting in New York was turned from business and boxed lunches to billingsgate and boxed ears by Gloria Parker (*left*). Owner of one share of stock, she attacked RCA policy and was shouted down by other stockholders. Whirling, she slapped a woman (*right*) who had, she claimed, called her "a tramp." When her victim did not fight back, order was restored.

CONTINUED



Cup after Cup after Cup
to Your Taste!



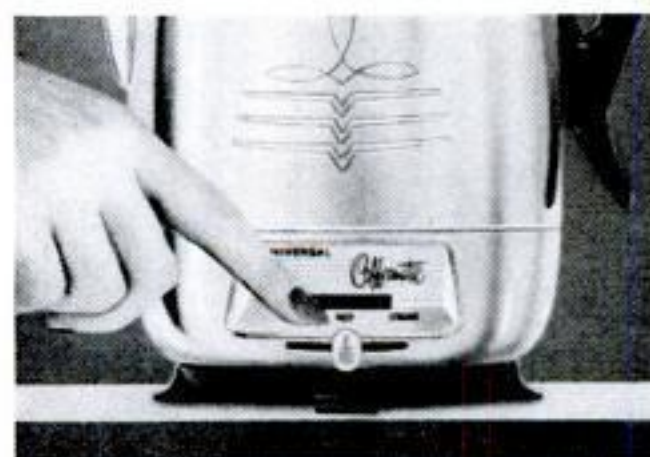
Year After Year More People Buy

UNIVERSAL

Coffeematic

Than Any Other Coffeemaker!

If you want to be sure of the same full-flavored coffee time after time, make it in a Universal Coffeematic. Simply set the Flavor-Selector to the strength you prefer. Automatically, it brews to perfection, signals when ready and keeps coffee hot without increasing the strength. No wonder those who want the finest choose a Universal Coffeematic.

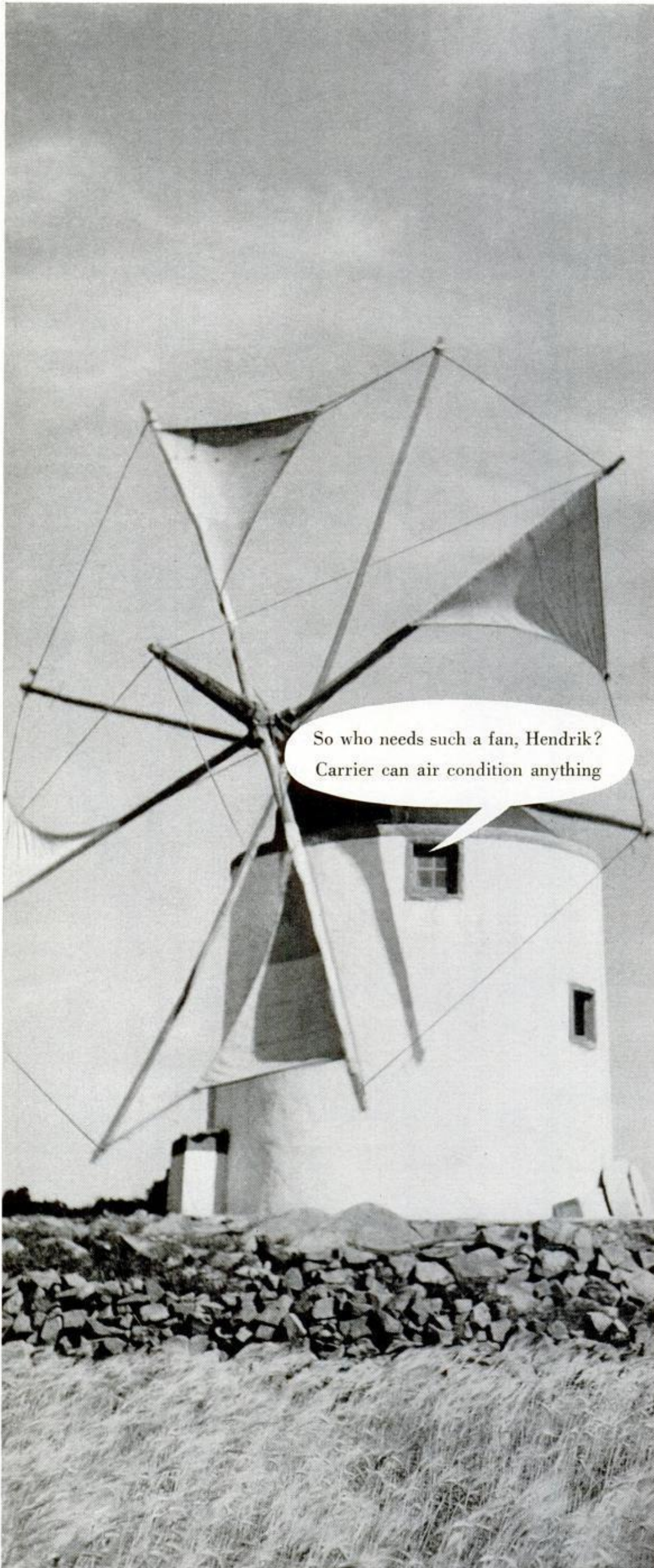


NO WAITING — NO WATCHING

Flavor-Selector automatically assures correct strength . . . mild, medium or strong. Just set it and forget it—the Redi-Lite shows when coffee is ready.

*Eight and ten-cup models
Chrome on Solid Copper—from \$19.95*

UNIVERSAL
LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

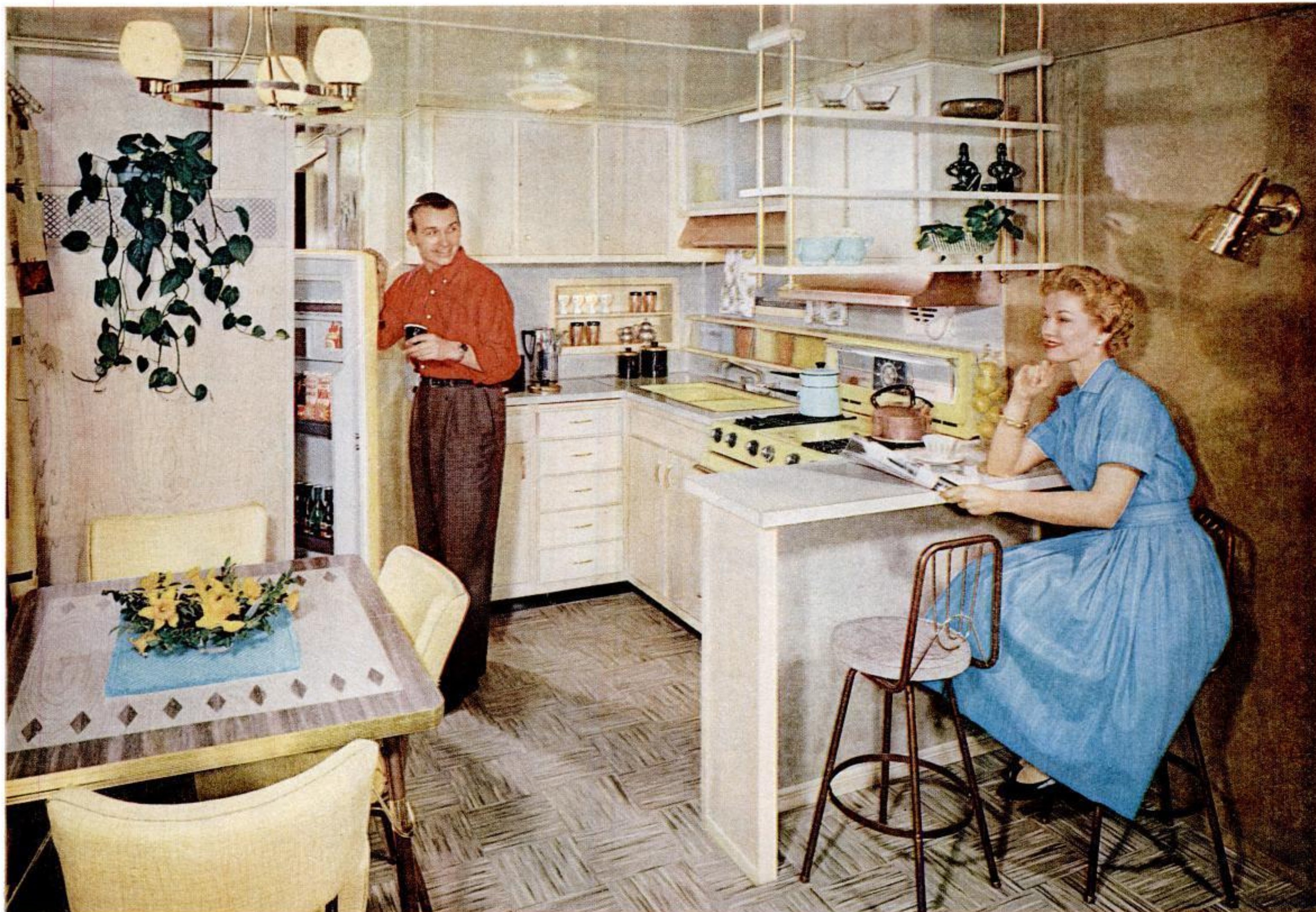


BETTER AIR CONDITIONING FOR EVERYBODY  EVERYWHERE
Carrier



HARRY SHOWS THE SPIRIT OF 75

Even from the back, the figure, with best foot forward and with cane jauntily fixed, was unmistakable. And the scene was familiar—Harry Truman, briskly holding forth to admirers on one of the early morning strolls which have become a kind of national institution. This was in Washington where Harry characteristically found time both to back President Eisenhower's foreign aid bill and take a few digs at the danged Republicans. Then at Truman's 75th-birthday party in New York, which was also a Democratic fund-raising rally, Harry happily received the praise of fellow politicians, including Adlai Stevenson who called Harry "an irresistible member of the nonbeat generation."



New home comes with all these modern appliances...

The Mobile Home

ONE EASY-TO-PAY PRICE INCLUDES
COMPLETE FURNISHINGS FOR EVERY ROOM

WITH THIS new living trend, you can have your own home—plus a houseful of the most modern furnishings and appliances—right now! You need pay no “extras,” because furniture, carpeting, drapes, and appliances are *all* included in *one* financial plan. You’ll have more up-to-date conveniences than in most stationary housing. Yet you may pay only \$75 a month or less for all this modern comfort.

There’s a wide variety of furnishings to choose from, among the different mobile homes. All are smart, comfortable, and designed by

decorators. Kitchens are models of efficiency! You can have a built-in range and oven, large-capacity refrigerator, disposal, formica counters, twin sinks, and lots of cabinet space. There’s a complete bathroom with tub and shower. Air-conditioning, automatic heat, automatic washer-dryer, and built-in TV are other features you can choose.

To find dealers in your area, look in the yellow pages of your phone book and classified section of your local newspaper under “Mobile Homes,” “Trailers-House,” or “Trailers-Coach.”



Attractive communities all over America

There are many new mobile home parks, beautifully landscaped, with recreational facilities—even swimming pools. You have your own back yard for gardening, sunbathing, barbecues. This new suburban life is friendly—you’re in on everything before you know it.

SEND FOR MHMA YEARBOOK!

Mobile Homes Manufacturers Assn., Dept. L-59
P.O. Box 1516, Chicago 90, Illinois

Please send MOBILE LIFE, with information on models of 75 manufacturers, mobile home parks and living. Enclosed is 25¢ to cover mailing and handling costs.

Name

Address

City State



Mobile Homes Manufacturers Assn.

Trailer Coach Association OF THE WEST



IT'S COOL...IT'S FUN



Get in on the coolest summer fun of all



Cool air and a warm greeting welcome you at your "Magic Triangle" bowling center. You're headed for fun from the moment you step into the luxurious surroundings. It's so cool and so comfortable!

Free instruction is available at "Magic Triangle" bowling centers. You learn to bowl and you learn to bowl right. You get off to a fine start in the one sport you can continue to enjoy for the rest of your life.



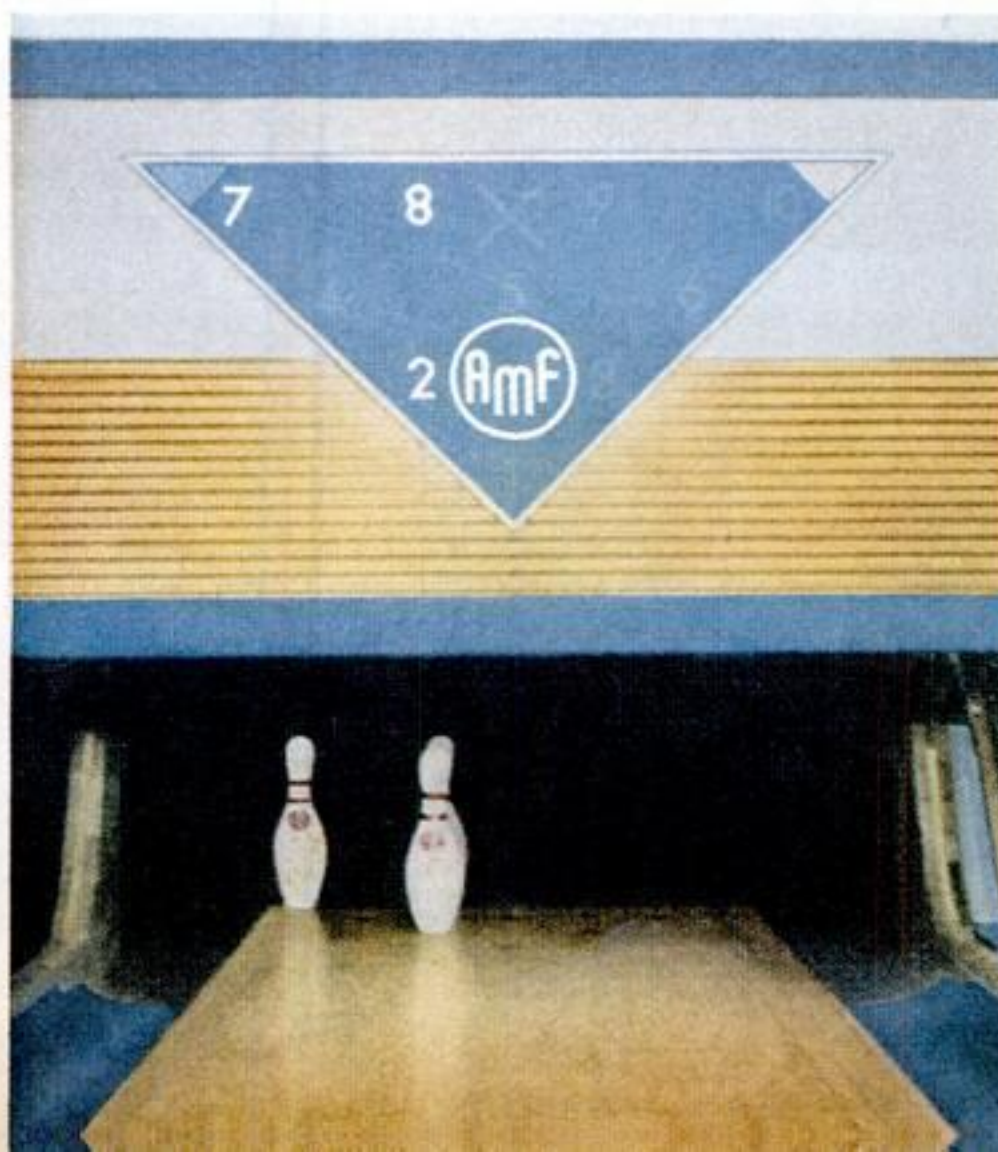
...GO BOWLING!



Above: Another "Magic Triangle" bowling center fully equipped with AMF's new Streamlane Decor.

— and take the whole family bowling!

Fine food, comfortable surroundings. Refreshment time at the bowling center is a real delight, whether you're in search of a quick snack or a full-course meal.



Left: Familiar sight to bowlers — it's the AMF "Magic Triangle" Signalling Unit—an exclusive feature of AMF Automatic Pinspotters. This amazing device signals your strikes, indicates any pins standing after the first ball is rolled. It helps you make more spares for better scores, makes bowling more exciting! So for bowling at its very best...

BOWL WHERE YOU SEE THE



AMF PINSPOTTERS INC.

Subsidiary of AMERICAN MACHINE & FOUNDRY COMPANY
AMF Building • 261 Madison Avenue, New York 16, New York

*TRADEMARK AND SERVICE MARK OF AMF



Built-In Oven, Model RLG-702, Built-In Surface Section, Model RM-702

NEW HOTPOINT ELECTRIC RANGES... with Calrod® "Recipe Heat" units... give you recipe-perfect results time after time

Whether you choose Hotpoint built-in or free-standing models, you can cook with the push-button ease of Calrod® "Recipe Heat" units—as exact as the ingredients of your recipes.

The built-in Bi-Level Oven is *two* ovens in one—each with its own Calrod bake and broil units. The built-in Surface Section supplies *five* measured heats from each Calrod unit.

The cabinet range is a complete cooking center in one compact appliance.

And, of course, you have automatic controls for *all* your cooking—in the ovens and on the surface units.

Your choice of four lovely Colortones or classic white. See these handsome 1959 models at your Hotpoint Dealer's *now!*



Model RB-602



Push one button and get the exact "Recipe Heat" you want—every time. No dialing—no fussing—no guessing!

LOOK FOR THAT HOTPOINT DIFFERENCE

Hotpoint

(A Division of General Electric Company), Chicago 44



AN UNMILITARY MAY DAY IN MOSCOW



UNDER BALLOONS AND BANNERS, SPORTS CLUB COLUMNS STEP SMARTLY PAST BIG GUM DEPARTMENT STORE DECORATED WITH PORTRAITS OF MARX, LENIN

WITH SUMMIT NEAR, REDS SOFT-PEDAL WEAPONS AND PLAY UP PEACE

It was May Day and it was Moscow, but a May Day fan would never have recognized the place. It was gay, relaxed and full of a peace-it's-wonderful air. The change was startling because the Communist parade has traditionally featured massed military hardware rumbling through Red Square and jets roaring over it for the benefit of grim-looking Soviet leaders. May Day has been a belligerent fist clenched at the world.

This year the fist opened into the friendliest-looking hand imaginable. All it seemed to want to do was shake hands. The reason was plain. A summit conference was in the offing and peace was the new Soviet posture. The grim looks on the Kremlin leaders turned into grins. In place of

tanks were flower-festooned floats worthy of the Rose Bowl. What regiments were there were mostly made up of prancing girls in party dresses and sturdy youths in sports outfits. Nearly all the rockets shown were models that looked like overgrown Lionel toys. The military part of the parade was so perfunctory that a photographer seeking to document it complained that by the time he changed film it was all over.

But in the midst of all the sunny May Day festivities U.S.S.R.'s defense minister, Marshal Rodion Y. Malinovsky, made the standard belligerent, boastful, missile-brandishing speech—a sharp reminder that an open hand can clench rapidly into a fist again, even as you reach for it.



CALISTHENICS ACT was put on by girls' sports club delegation carrying tiny hoops wreathed with

flowers. They did some double-time arm flinging for Khrushchev in front of Lenin-Stalin mausoleum.



Summertime **U.S.A.** begins with

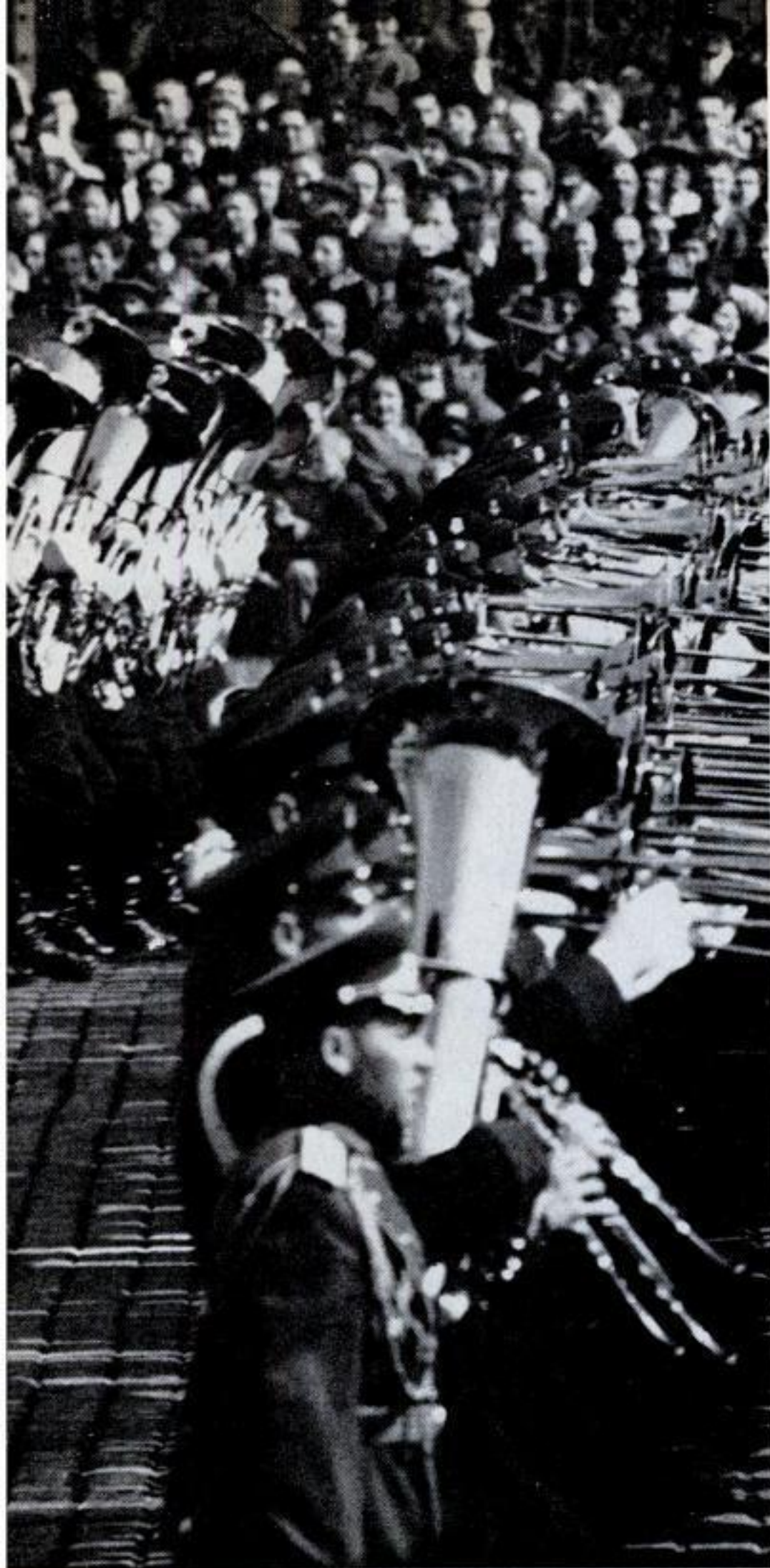
LOOK
FOR THE
BLUE
LABEL



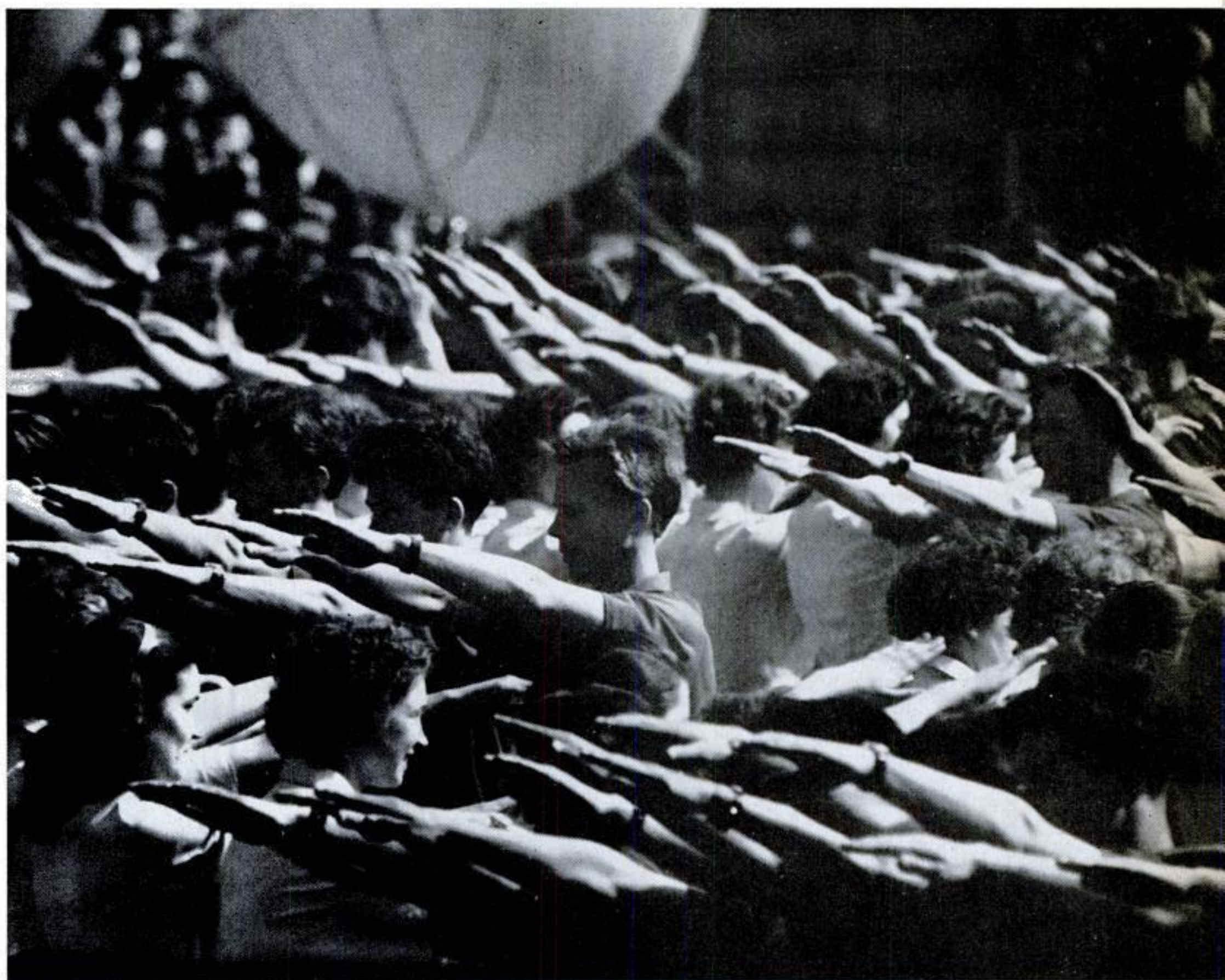
The Shoe of Champions

Boating, tennis, croquet, softball, name your fun, pick your Keds. For grown-ups and growing-ups, there's nothing like these bouncy canvas and rubber-soled shoes for active sports and hard play.

The truth is genuine Keds are built over lasts that are scientifically shaped to fit active feet. Unlike ordinary sneakers, Keds



← **WAVERING BANDSMEN** of Red Army's Moscow garrison present uneven array to bleacher bigwigs.



COMPLICATED SALUTES were given by athletes doing drill while chanting, "Glory to the party!"

CONTINUED



U.S. KEDS for sports and play

are made with shockproof arch cushions like this to absorb the jolts and jars of running and jumping.



And Keds wear longer. Soles and uppers are permanently bonded together. You can keep them clean in your washing machine. Genuine Keds are so easy to identify. Always look for the blue label.



United States Rubber

Rockefeller Center, New York 20, New York



WONDERFUL WORLD OF 28 FLAVORS

Nothing but delicious decisions!

Before you decide on one of the rich, delicious ice creams, you'll want to make up your mind between a tempting, grilled-in-butter Frankfort and a heaping platter of *tendersweet* fried clams. Or perhaps you're in the mood for a large, juicy charcoal-broiled steak.

But, whatever you choose, one thing is certain—you'll receive good food, prepared in world-famous Howard Johnson's fashion, served to you with that all-important smile and always sensibly priced!

HOWARD JOHNSON'S

Restaurants

Motor Lodges

Ice Cream • Candies • Take-Home Frozen Foods

"LANDMARK FOR HUNGRY AMERICANS"

MAY DAY CONTINUED

BRASS GETS DAY OFF



RED GENERALS, usually May Day participants, came as spectators. Both the colonel general (top) and general of the army (bottom) brought their kids.



The goodness of Malt

yours when you say, "Let's make it beer"



Malt is an energizer, a pep-up ingredient all can enjoy.



You'll find the goodness of Malt in many fine foods and beverages.

FUN FLAVOR all the way! It's the light-hearted refreshment of beer or ale brewed with Barley Malt. Healthful ingredient of products that range from cereals to baked goods, confections to dairy drinks — Malt aids your digestion with its dextrins and maltose . . . also offers B-complex vitamins and important minerals. Make sure Malt is included in your family's daily diet.

For facts about this healthful product — exciting recipes, too — get your free copy of the Homemaker's Guide to Barley Malt. Write Dept. 6, Barley & Malt Institute, 228 North LaSalle, Chicago 1, Illinois.

Barley and Malt
INSTITUTE





Makes you feel good just looking at it, or sitting in it

TRIM, CLEAN, COLORFUL—Imagine this Monterey convertible sparkling in your driveway! It's a sun car, a fun car—in step with every season of the year. And it costs less than you think; it's in Mercury's lowest priced series. This also means it is powered by Mercury's special Economy V-8—an engine that gives you luxury-car performance plus economy that rivals much smaller cars. It's like riding "free" 10 miles out of every 100. Why wait? Why let other people have all the fun? **MERCURY DIVISION Ford Motor Company**

ROOMY, LUXURIOUS, EASY TO ENTER—Like all Mercurys, this convertible is planned for people. None of the usual crowding—even when 3 ride in back. Here's one of the few convertibles with the comfort of a sedan (also available in the glamorous Park Lane series). Extra-wide doors make entrance easy. There is 9 inches more knee room up front. The interior is as durable as it is beautiful—wipes clean in a flash. Windshield wipers clear even the center. No car is so carefree in so many ways.



'59 MERCURY

Planned for People

SEE AND DRIVE THE BEST-BUILT CAR IN AMERICA TODAY—AT YOUR MERCURY DEALER'S



THE ROMANTIC PAIR, Brigitte and Jacques Charrier, arrive at London airport for film shooting.

Baby-faced New Beau for Bardot

With the coming of spring, Brigitte Bardot took herself a new boyfriend and has been carrying on her romance in England and France, at work and play, in city and at seaside.

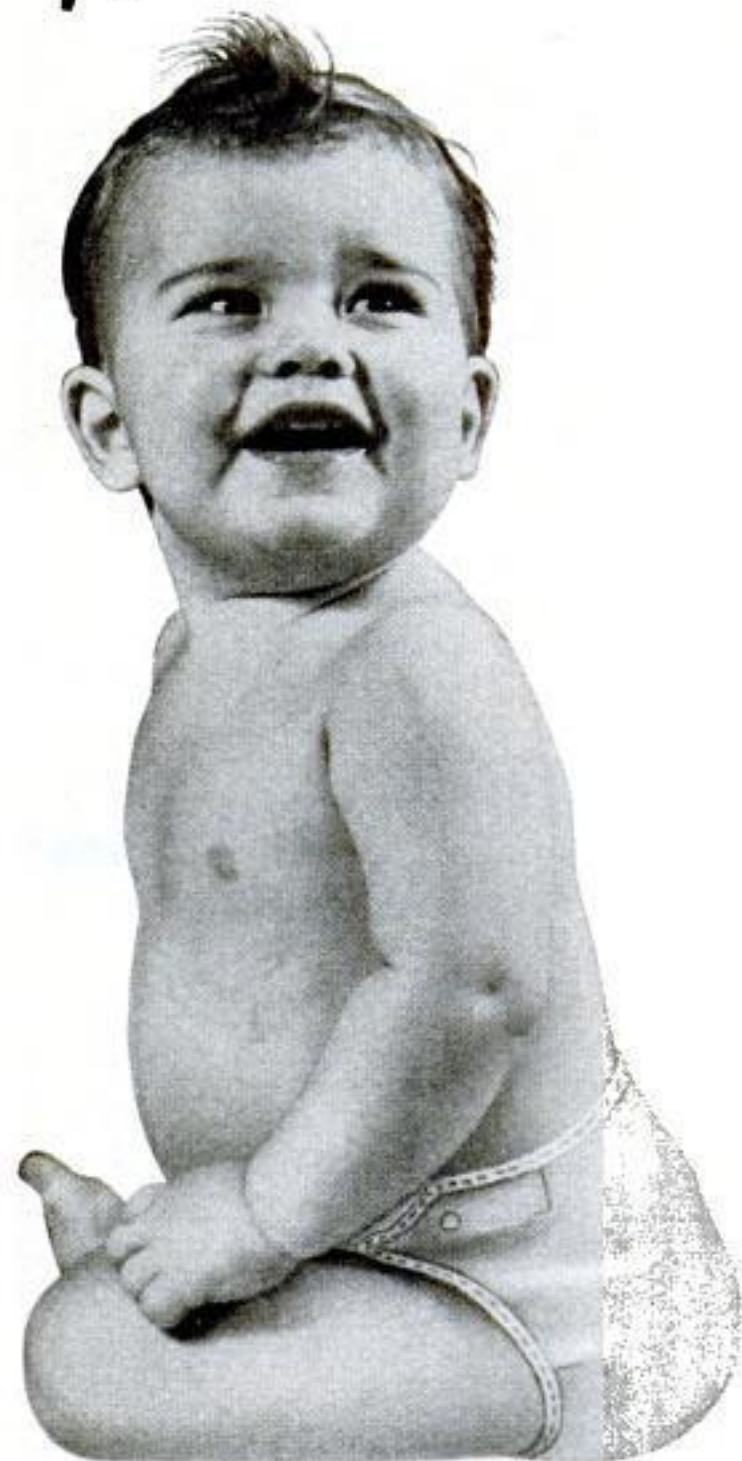
Separated from Sacha Distel, her guitar-plucking Romeo (*LIFE*, Sept. 8, 1958), Brigitte now bestows her pretty pouts and kisses on baby-faced Jacques Charrier. Jacques, who is 24, rose to fame last year in a film about the beat generation and now acts Brigitte's sweetheart in her latest film, *Babette Goes to War*.

In her new movie Brigitte is a peasant girl who goes to war and Jacques is a Free French soldier. Some scenes were shot in England and others at a small airfield near Paris. There Brigitte, who dons a dark wig whenever the mood moves her, took time out to coo with Jacques at a cafe (*right*). After working hours they rushed into Paris to go dancing while her musical ex-boyfriend, who recently moved his piano out of Brigitte's apartment, brooded by himself. On weekends the couple went to her seaside hideaway at St. Tropez where Jacques tried to scare off nosey reporters with a toy pistol.

CONTINUED



*Satin-Soft
and
Washable...*



BABY PANTS
made of



Life is much easier for babies—and their parents—now that baby pants are made of Firestone Velon. Soft, pliable Velon is kind to the baby's skin and easy to wash. Be sure the baby pants you buy carry the Firestone Velon tag.



Many other dependable baby products are made of Firestone Velon.

FIRESTONE PLASTICS COMPANY
POTTSTOWN, PENNA.



KIDDING AROUND between movie-making scenes. Brigitte and Jacques indulge in a bit of frisky gunplay.

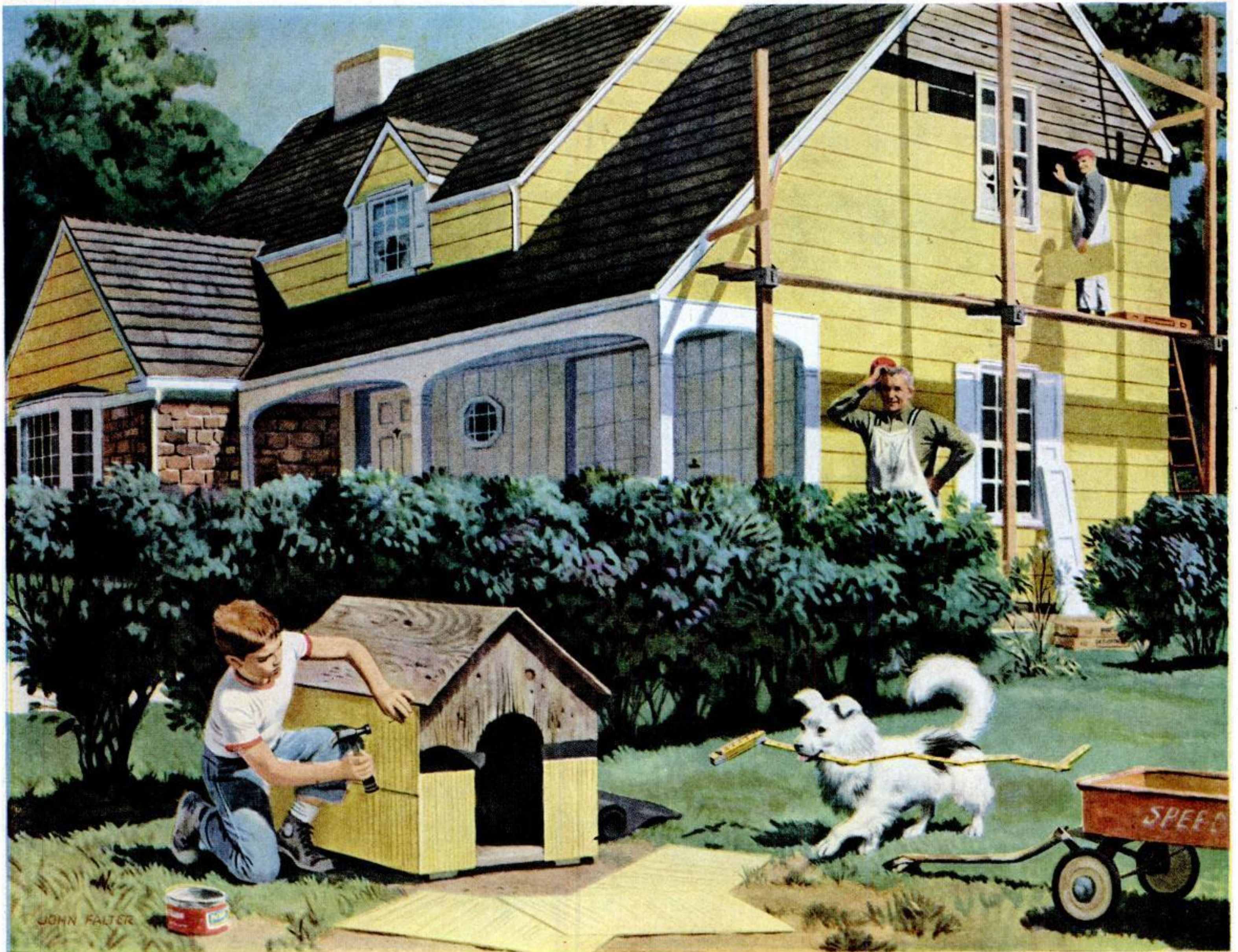
BARDOT CONTINUED



GROUNDING BRIGITTE, after being dragged across an airfield by a gust of wind that filled her parachute during

a movie scene, laughs and makes light of the mishap as technicians rush up to find out if she has been injured.

CONTINUED



Sidewalls and roof shingles by Johns-Manville . . . illustration by John Falter

You can make your home look new and save money with new sidewalls and roof by Johns-Manville

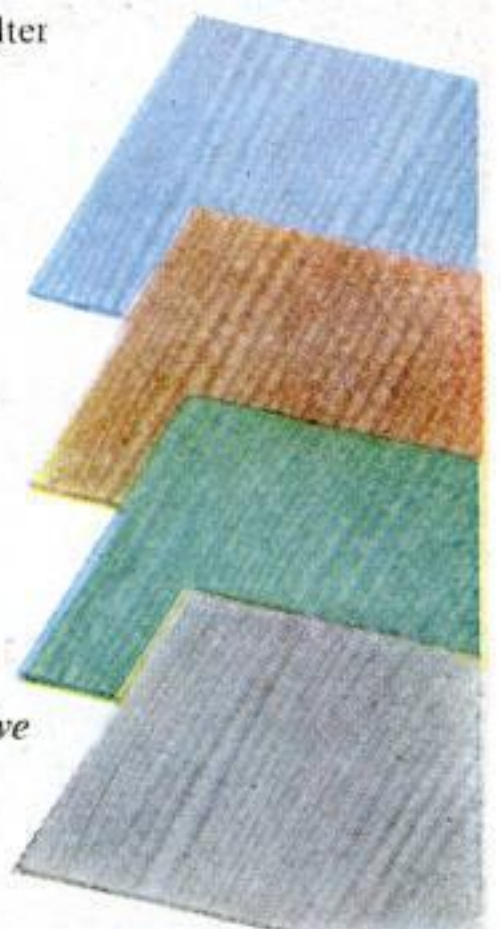
Colorbestos Sidewalls cost as little as \$20 a month for an average house—a J-M Roof as little as \$14.50 a month

Johns-Manville Colorbestos Sidewalls—used by leading builders on quality-built new homes—can make your present home as handsome as new, save you upkeep expense, too. Made of asbestos and cement, they are fireproof, rotproof, weatherproof, as permanent as stone. They never need painting to preserve them.

For your roof Johns-Manville recommends rigid, fireproof Colorbestos Shingles, made of asbestos and

cement—or famous Johns-Manville patented Seal-O-Matic® Asphalt Shingles—the self-sealing shingles that hold tight even in hurricane winds. Both come in a wide range of popular colors and blends. For complete information, mail coupon below.

At right are shown a few of the attractive colors of Colorbestos Sidewalls



JOHNS-MANVILLE



MRS. AMERICA*, the Nation's No. 1 homemaker, says:

"Mail coupon for beautiful new booklet showing how you can make your house look new and save upkeep expense."

Address: Johns-Manville, Dept. L-6, Box 60, New York 16, N.Y.;
in Canada, Port Credit, Ontario

Name _____

Street _____

City _____

County _____ State _____

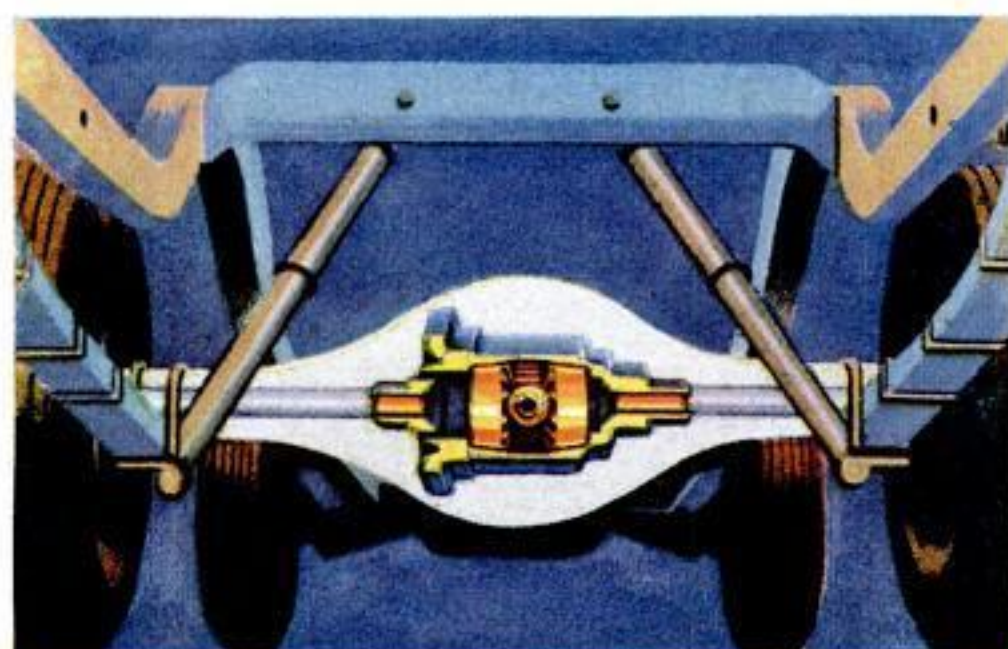
I'm interested in ☐ roof ☐ sidewalls for ☐ new house ☐ old house

*Reg. U. S. Mrs. America, Inc.

Remember - the roads will get like this again!



With the new B-W Spin-Resistant Differential
you always go - even on ice, in mud or snow!



Here's why you GO . . . on ice, in mud or snow. The B-W Spin-Resistant Differential gives each wheel power to match the traction it has. You'll find it's simple, rugged, dependable.

Every motorist knows what ordinarily happens on slippery spots. One rear wheel spins while the other stands still. On level pavement, it's frustrating—on hills, plain dangerous.

The new Spin-Resistant Differential, developed by Borg-Warner, now does away with this problem. Unlike a conventional differential, it puts power on both wheels. Each wheel, at all times, gets all the power it can properly handle for the amount of traction it has.

This way, extra power is provided. B-W's Spin-Resistant Differential not only helps keep

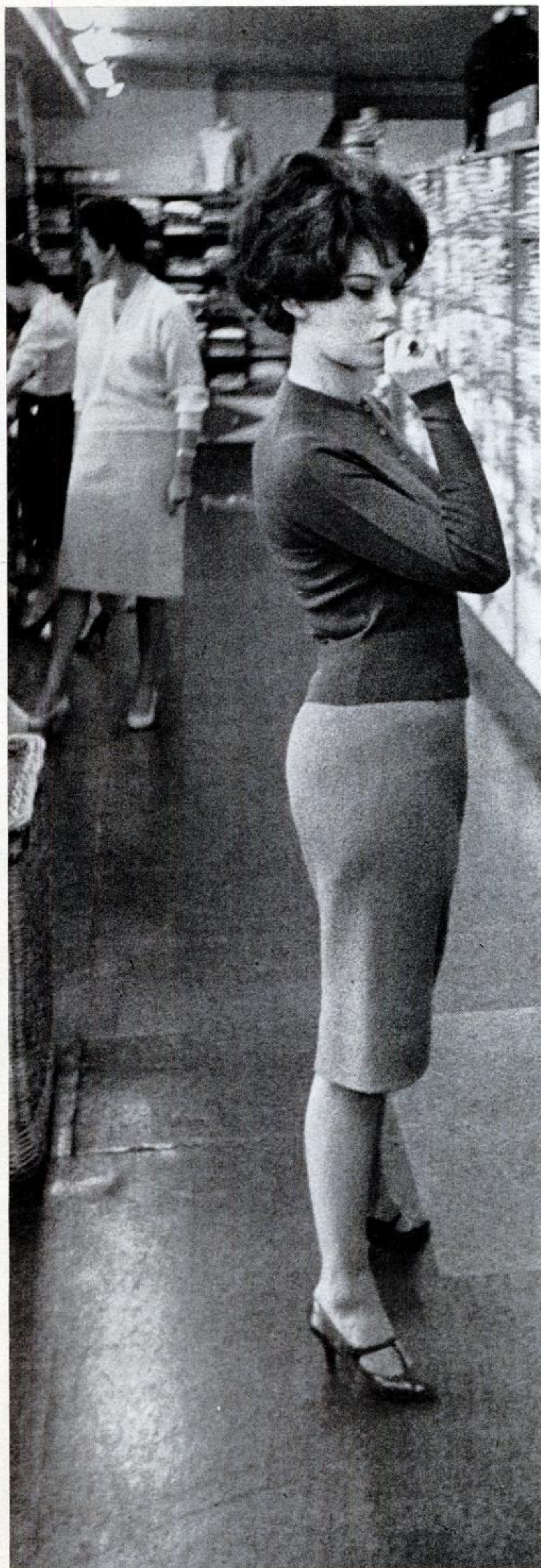
you from getting stuck in snow and mud, or on ice, but makes driving safer.

Tested and in use on the latest cars, this differential typifies Borg-Warner's creative engineering in just one field. You'll also find important B-W advances today in building materials, home appliances and air conditioning . . . in the petroleum industry, electronics, aircraft and missiles, nucleonics. For the Borg-Warner aim is always: "design it better—make it better." *Borg-Warner, 200 S. Michigan Avenue, Chicago 4, Illinois.*



THE BORG-WARNER TOUCH MARKS SO MANY OF TODAY'S ADVANCES

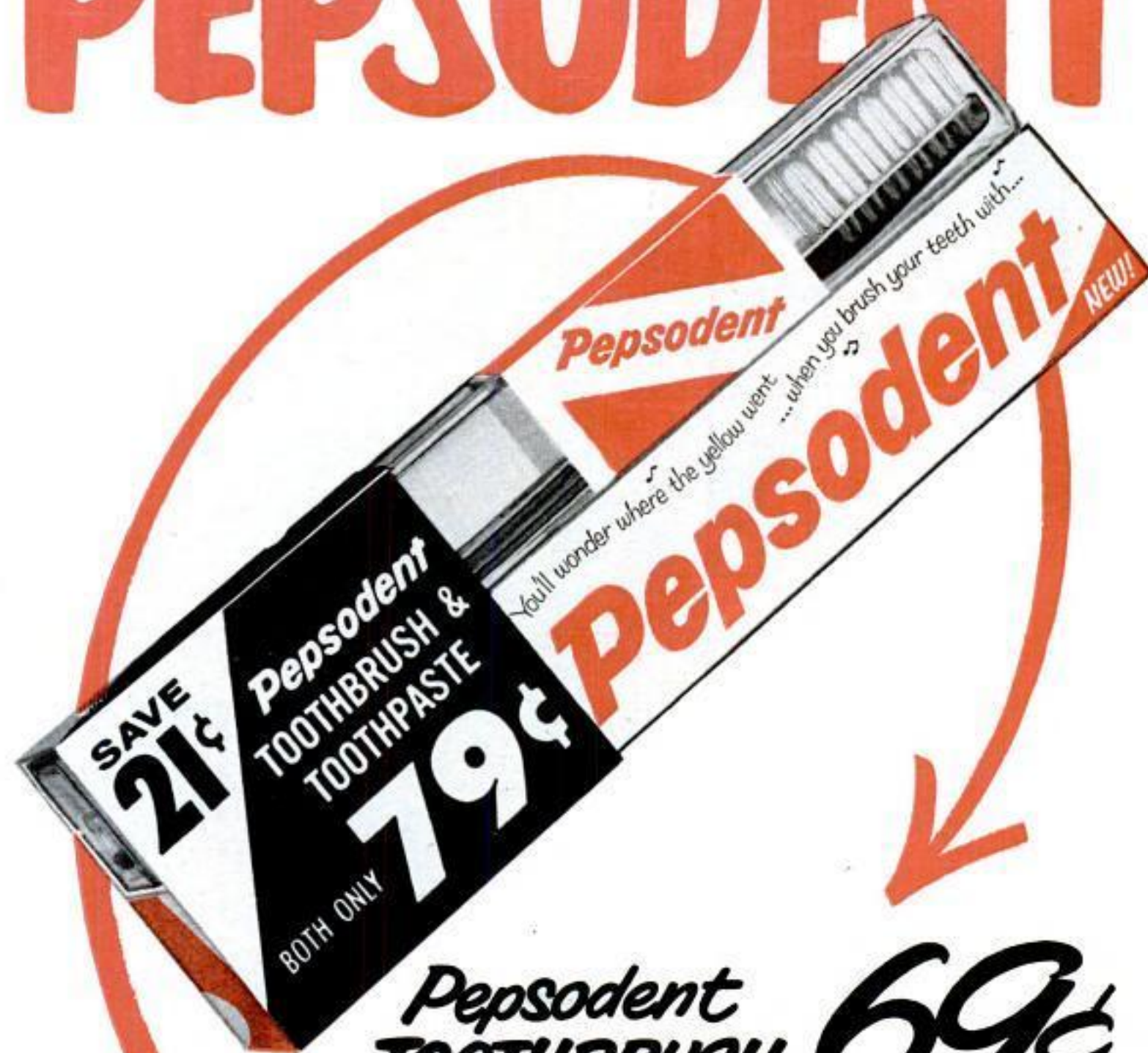
Borg-Warner®



SHOPPING FOR SWEATERS in London store, Brigitte went unrecognized in her dark wig. After an hour's deliberation she purchased 25 cashmeres.

CONTINUED

SAVE 21¢ ON PEPSODENT



**Pepsodent
TOOTHBRUSH** **69¢**
Regular Price

**Pepsodent
TOOTH PASTE** **31¢**
Regular Price

~~**\$1.00**~~

**Now you can buy 'em both
for**

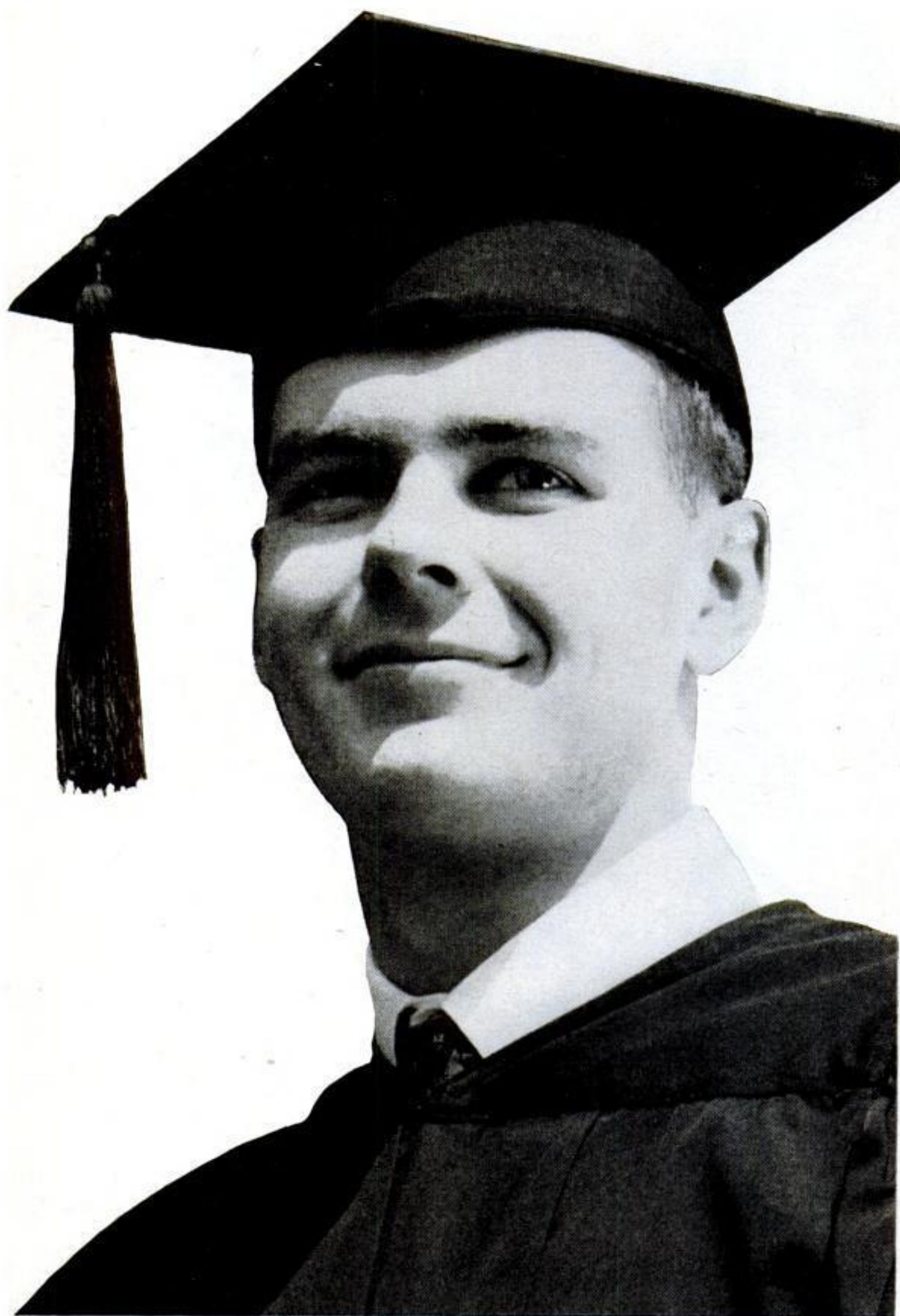
79¢

(For a limited time only)

Get one of these special, money-saving combinations for every member of your family! The more you buy, the more you save. Stock up for the future with the world's most effective tooth paste and the world's finest toothbrush.

Remember, only Pepsodent Toothbrushes give you the famous straight-line design that's preferred by dentists two-to-one, and "dental-floss" action that removes more food particles from between teeth. No other toothbrush cleans as effectively and efficiently as the Pepsodent Toothbrush!

Your complete satisfaction with both Pepsodent Tooth Paste and Toothbrushes is unconditionally guaranteed by Lever Brothers... or your money back.



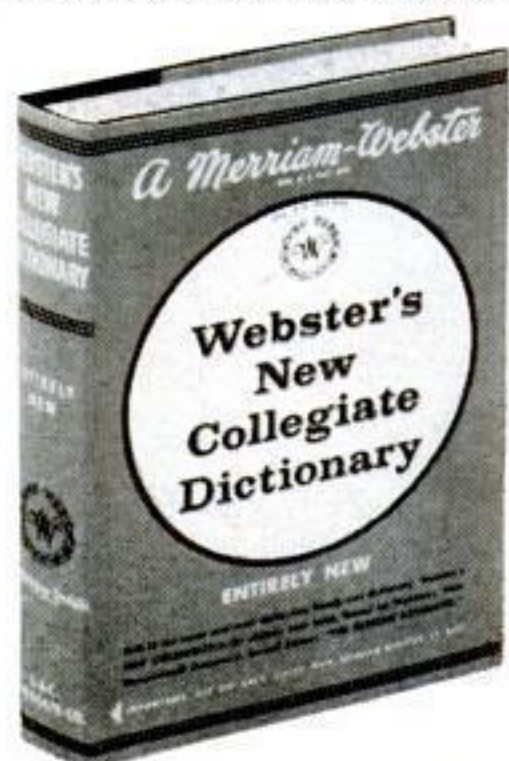
Give him a head start . . .

For every boy — or girl — a good vocabulary is a tremendous help toward better grades in college and success in business.

That is why a handsome copy of Webster's New Collegiate Dictionary is a most appropriate and helpful gift for every high-school graduate going on to college or into that important first job.

This easier-to-use Merriam-Webster is the dictionary required or recommended by nearly every college in the country. It is the one dictionary that helps young people build up the precise word power they need — with definitions so complete and accurate that correct understanding of every word is assured.

Every graduate will welcome this thoughtful gift. Select your copy at leading department, book, and stationery stores. \$5 plain. \$6 indexed. De luxe gift bindings to \$15.

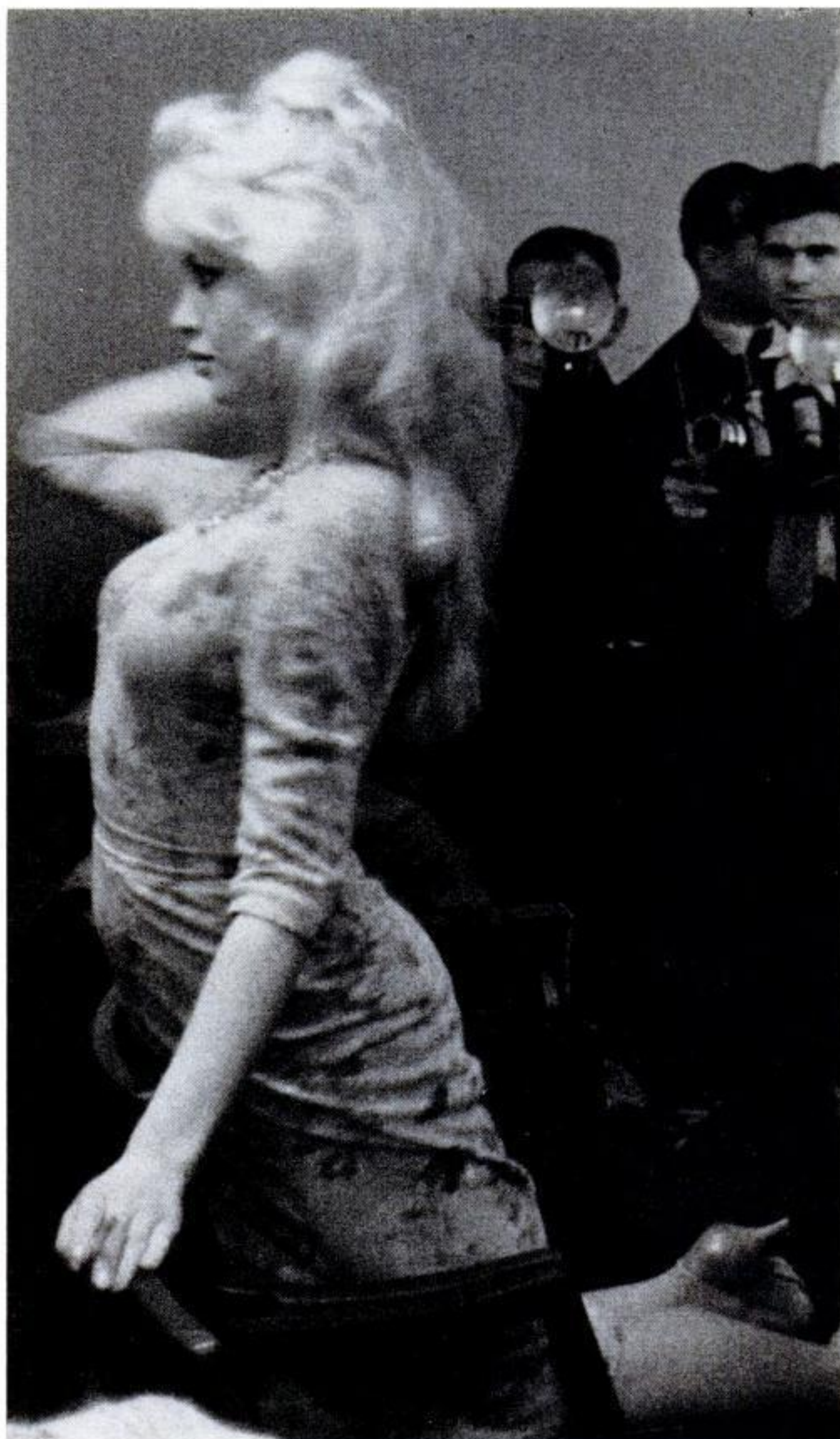


INSIST ON **MERRIAM- WEBSTER**

Other "Webster's" do not even include the Latin names for plants and animals that are essential for students. To be sure of obtaining the one dictionary with all the information a student must have, always ask for a Merriam-Webster.

The only desk dictionary based on Webster's New International Dictionary, Second Edition—"Supreme Authority" of the U. S. Government Printing Office and courts of law. Advt. copyright by G. & C. Merriam Company, Springfield 2, Mass.

BARDOT CONTINUED



PREENING FOR CAMERAS at a London press party, Brigitte checks tousled locks in a mirror. Later she confided, "I'm not ready for marriage yet."



GOING ON TV for Dave Garroway's taped *Today* show, Brigitte stands near top of Eiffel Tower. Though she lives in Paris, this was her first visit to tower.

CHUN KING

New-Idea Meal

WITH GLAMOUR APPEAL



...and it's only about 30¢ a person

Also available in Canada

NEW!
DIVIDER-PAK®
CHOW MEIN



This is the way you get new ideas for meals, isn't it? . . . thumbing through the magazines. Well, you've found one . . . one that's *completely* different from the meat-and-potatoes routine. It's real Cantonese Chicken Chow Mein packed in a very special way by Chun King . . . so it retains all the fresh flavor and crisp texture for which fine Oriental cooking is famous.

This Chicken Chow Mein is put up the unique Chun King Divider-Pak® way: two cans taped

together. Chicken, mushrooms and seasoned sauce are in the top can; choice, *crisp* chow mein vegetables in the bottom can. You just put the contents together, heat, pour over Chun King Chow Mein Noodles, sprinkle with Chun King Soya Sauce—and you're all set with a deliciously different meal . . . at only about 30¢ per person.

Jot down Chun King Chicken Chow Mein on your shopping list right now. It'll be a grand change-of-pace—and a great hit with the family!

CHUN KING

THE ROYALTY OF AMERICAN-ORIENTAL FOODS® . . . CANNED AND FROZEN

®Trademark Reg. by Chun King Sales, Inc.



Don Ameche, star of stage, screen and television; Celeste Holm, charming and talented actress; Elsa Maxwell, whose new book, "How to be a Celebrity," will be published by Putnam's in the fall.

The brightest new fashion in table

Elsa Maxwell: One of the most successful parties I've ever given . . . and I think the colorful table setting—all done with melamine—added a lot. I predict, right now, that anyone who hasn't yet discovered this delightful melamine dinnerware, *will*—and soon! My dear, it's *remarkably* elegant! The find of a century!

Celeste Holm: Elsa, aren't the colors and patterns wonderful! So fresh, so fashionable . . . and so many to choose from. The styling . . . the lines are simply superb. Don was saying how appetizing party fare . . . or any food, looks on melamine. I think that's important.

Don Ameche: Incidentally, has anyone mentioned how practical melamine is? I'm told it's virtually unbreakable . . . resists chipping and cracking. And with children around—that's a big advantage.

Celeste: Right, Don. If you entertain a lot, a hostess can feel relaxed and unruffled about her beautiful dinnerware. How do *you* feel about that, Elsa?

Elsa: I don't care much about the functional side of a thing. I just look for the beautiful. And to me, melamine dinnerware speaks for itself!



setting is melamine dinnerware!

Don: The ladies said it all and that's all right with me!
Agreed? Agreed!

Melamine dinnerware is made in the United States and Canada under many well-known brand names. There's a wide range of qualities, patterns and styles to suit every taste and budget.

Send this coupon today for FREE literature describing the many beautiful, durable melamine dinnerware lines available at leading stores everywhere.



THE MELAMINE COUNCIL

The Melamine Council
800 Second Avenue, New York 17, N. Y.
Please send me free literature showing beautiful new patterns of melamine dinnerware, available in Canada____, U. S. A.____.

Name_____

Address_____

City_____Zone_____State_____

The trimmest weight watchers
just happen to eat **Post Grape-Nuts**

30% more protein per spoonful
than any other cereal. (Quite important when you
want to stay slim.) And these crunchy, golden-
brown nuggets with their unusual nut-like flavor
make calorie watching a rather delicious pastime.



All Post cereals happen to be  just a little bit better!

BIG UMP SPEAK WITH FORKED TONGUE



BALEFUL UMP Bill Summers casts a warning eye at Indian ball players baiting him from the dugout.

MAD INDIANS PILE UP WINS

The Cleveland Indians don't like umpires this season. To them, the men in blue speak with forked tongues. They raise their thumbs when Indian base-runners are safe. They have no patience with warriors who go on the warpath when bean balls are thrown at them (p. 70). They throw out Indians instead of the beanballers. As a result the Indians are hopping mad. They are out for umpires' scalps as well as everybody else's—and the momentum carried them into a surprising lead in the American League pennant race.

For years now the Indians have not been close to a pennant. But during the winter their chieftain, Frank Lane, went to the trading post and brought back a couple of real live ones. He put Jimmy Piersall in center field and Billy Martin on second base. They not only played their positions brilliantly but put so much extra into every game that they rejuvenated what had been a pretty soggy excuse for a big-league club. And the arm of the most important Indian of all was sound again (page 72). When a coach from the rival Chicago White Sox saw the team perform he borrowed a thought from Custer and said, "Holy cow! You've never seen so many crazy Indians."



BRASH INDIAN, Tito Francona, mimics umpires after a disputed call by striking an autocratic pose

inside blanket. Against Yanks, Francona came in as a pinch hitter in the 10th, beat them with a homer.

Which skin problems do you "put up with"?



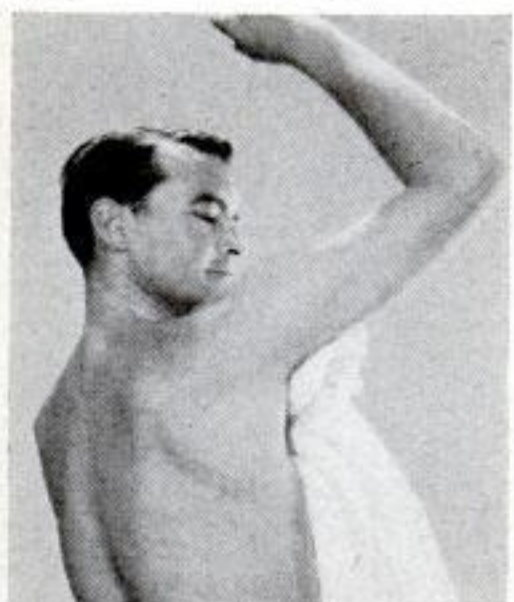
☐ Ammonia diaper rash



☐ Shaving Chafe



☐ Itches and prickles



☐ Underarm chafing



☐ Friction diaper rash



☐ "Nylon" feet



☐ Burning feet



☐ Girdle chafe



☐ Heat rash

Get sure relief! Get the powder with **dual-antiseptic action!**

Johnson's Medicated Powder—with *two* antiseptics—offers truly effective relief from *all* these skin irritations.

Johnson's "dual-antiseptic action" destroys more kinds of harmful skin bacteria than other medicated powders—promotes healing *instantly*. Regular use *prolongs* protection for hours.

Extra-absorbent formula. It quickly dries, soothes and freshens. Silky, pleasant, safe even for sensitive skin.

Be sure to get Johnson's for your family. Tests prove it's the *most effective medicated powder* you can buy.

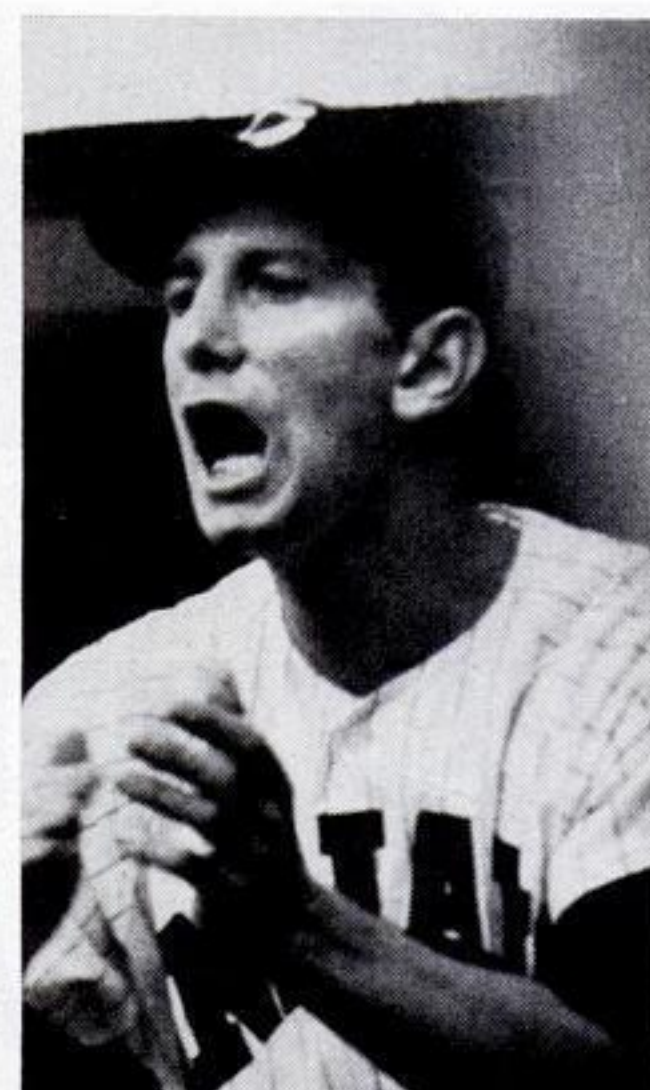


NEW **Johnson's Medicated Powder**
Johnson & Johnson

INDIANS CONTINUED



BERATING UMPIRE, Center Fielder Jim Piersall demonstrates with finger that he was in better position to see play at second base than Bill McKinley.



DUGOUT CUTUPS, Jim Piersall (left) and Bill Martin entertain their teammates, heckle their opponents and the umpires with their shrill insults.



AROUSED CHIEF, Manager Joe Gordon (in jacket) goes after Senator pitcher Ramos who threw bean ball at Piersall. Umps ejected Gordon from game.

CONTINUED



Just pocket change every day can buy a young family \$10,000 more security!

New York Life's Whole Life policy protects your family at a low premium cost—assures funds for their future—or for your own retirement.

If you're like most fathers in their 20's or 30's, you're probably finding it rough on the family budget to give your wife and children the financial security you want them to have. New York Life's low premium Whole Life policy can be the answer. It assures your family immediate cash, if you should die . . . or promises you a lifetime income at retirement, if you wish.

Because Whole Life is issued in a minimum face amount of \$10,000, savings are made possible

which are passed along to you in lower premiums. For a man of 30, for example, the monthly premium for \$10,000 of Whole Life is only \$17.20 under Check-O-Matic, New York Life's special monthly premium payment plan. This means setting aside about 57 cents a day. And dividends, as declared, can be used to reduce premium payments.

Aside from the protection it offers your family, Whole Life holds many benefits for you, too. It builds cash values fast, so you have a handy source of cash for an emergency. And then when you reach retirement age, Whole Life can pay you a monthly income for the rest of your life.

Why don't you take this simple "pocket change" way to protect your family and yourself? Ask your

New York Life agent for all the facts about Whole Life insurance today. Or send a postcard to the address below.

*The New York Life Agent
in Your Community is a Good Man to Know*

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**Life Insurance • Group Insurance
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Glow, man, glow in cool new Iridescent

POST-GRADS®

Ivy-authentic slacks... trim, tapered, terrific!

Polished cotton for lustre. Nylon woven the sweet sake of economy. Post-Grad in for long life. Iridescence for new color styling for your ego. And \$6.95 for your interest. Minimum-care washability for budget. You get 'em all when you get HIS.

his
SPORTSWEAR

Don't envy H·I·S... wear them

If you cannot find HIS sportswear at your favorite store write to HIS, 230 Fifth Avenue, New York 1, N. Y.

INDIANS CONTINUED



HERB SCORE AND HIS WIFE NANCY SHOW OFF THEIR DAUGHTER JUDITH

WITH ST. JUDE'S HELP, HARD-LUCK HERB IS BACK

ONE big reason Cleveland is winning is that their bad-luck Indian is back at work again. Herbert Jude Score, once strike-out king, stepped to the mound this year during a series against the Yankees and fanned 13 of them. He looked like the same dazzling pitcher that was working against this same team two years ago when a line drive hit him squarely in the face, smashing his right eye into a bloody pulp. Doctors doubted Score would ever see through the eye again.

To the Indians this was a crushing blow. But to the young pitcher it was just another episode in a life bedeviled by misfortunes. They started when 3-year-old Herb was run over by a bakery truck. "His leg is crushed," the family doctor announced. Then Herb whimpered, "But my other leg hurts too," and the doctor continued his examination. "Both legs are crushed," he said, revising his diagnosis.

Next day a parish priest visited the Score home, bringing with him a relic of St. Jude, patron saint of desperate cases for whom the boy had been named. The priest prayed with the family. In a few days the doctor was startled to discover that the bones in the boy's legs were beginning to knit. "Ever since then I've always prayed to St. Jude," says Score. "I guess in my case he's got his hands full."

After missing a year of school because of rheumatic fever, Herb enrolled in a school at Valley Stream, Long Island, where he tried out for the basketball team. He slipped on the wet floor of the locker room and broke his ankle. "I can't remember which ankle," says Score, "because later on I broke the other one." A few days after he hobbled back to school, he was stricken with acute appendicitis.

In 1948 the Scores moved to Lake Worth, Fla. where his troubles subsided. He met a pretty girl named Nancy McNamara and pitched so successfully for Lake Worth High that the Cleveland Indians signed him in 1952 and farmed him to Indianapolis. There he was fast but too wild and was sent down to Reading, Pa. One night he slipped on the damp outfield grass, suffered a separation of the left shoulder and was placed on the disabled list for the rest of the season.

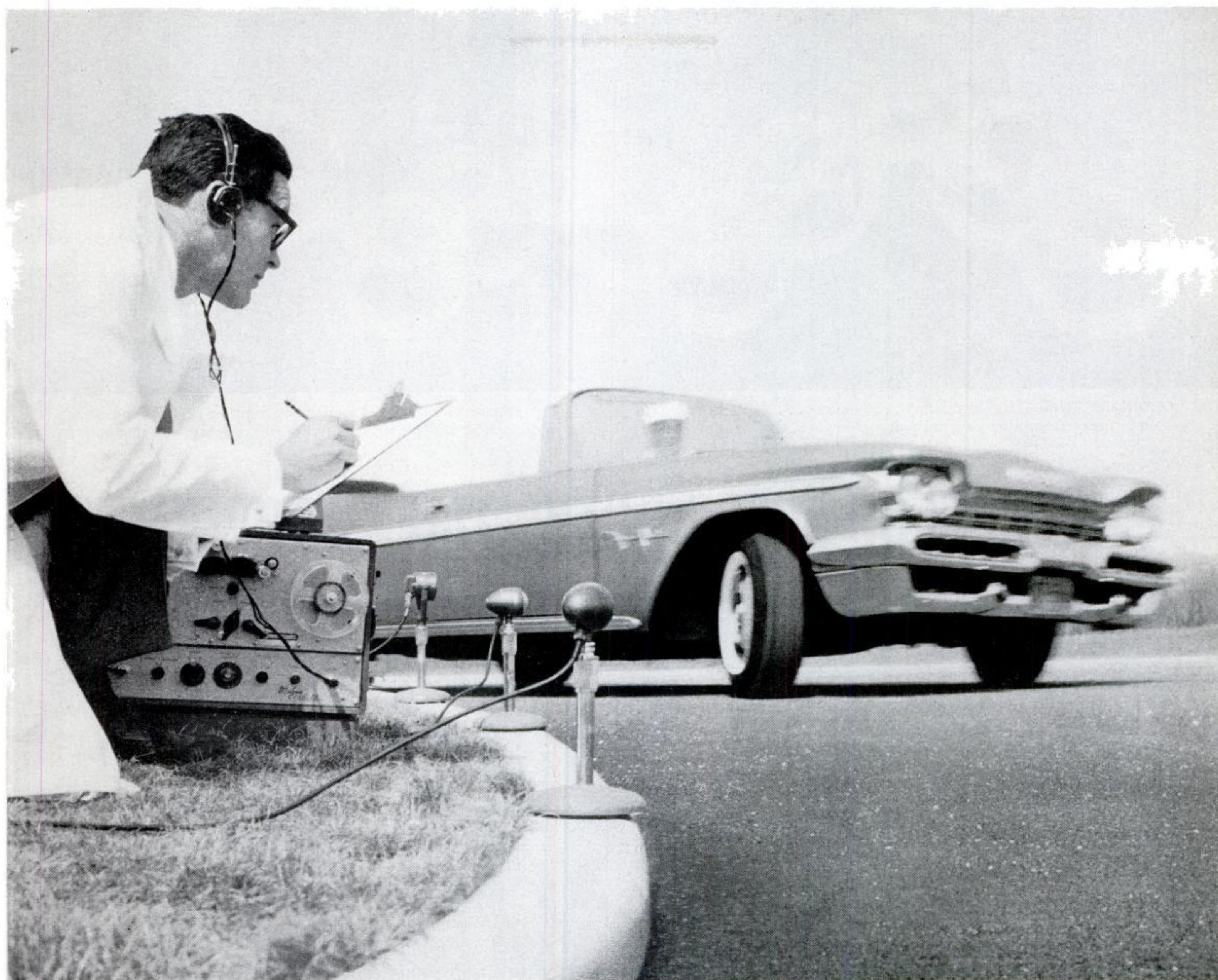
The next year Score rebounded so well in spring training that he was again placed on the Indianapolis roster. He was wild but he won 22 games and didn't go to the hospital once.

Moving to Cleveland in 1955, Score was phenomenal. In two years, he won 36 and struck out 508 batters. Then early in 1957 came the fateful line drive. "I never lost consciousness," Score says, recalling the terrifying moment. "I remember that my right eye was hanging out. I said a quick prayer, 'St. Jude, stay with me.' Then the blood was in my nose and mouth and I was being carried away."

All through his troubles, Score kept courting Nancy McNamara and after getting out of the hospital he married her. "The moral of this," Score says, "is that you can always turn bad luck into good."

Last year Score was again on his way to a fine season when he tore a tendon in his left elbow and was out most of the year. If he were not a deeply religious man, Score could not have returned to baseball this season. "I just put my trust in St. Jude," he says. "I often ask him to help me get a batter out. But if the guy hits one into the seats, I try to remember that there are other saints too. Maybe the batter has been praying harder than I have."

JOHN McDERMOTT
LIFE Correspondent



New miracle rubber—Enjay Butyl—makes possible revolutionary tire that **HUGS THE ROAD SO WELL YOU CAN'T MAKE IT SCREECH!**

Soon you'll be riding on remarkable new tires that not only won't squeal, but also give superior traction with a quiet, shock-absorbing ride that literally "up-grades" any car using them.

They're made from a versatile man-made rubber—Enjay Butyl—used for years in inner tubes. Because of its amazing cushioning properties and resistance to fatigue and aging, Butyl is also used in over one hundred other car parts.

A proved success

The remarkable properties of Butyl led to the development of the all-Butyl tire which sets an

entirely new standard for comfort, safety and silence.

Today, after 12 years of research and millions of miles of testing, the tire is a proved success. On August 13, 1957, after grueling tests, it was approved for use on military vehicles. And *now* tires of Butyl rubber are being made available for passenger cars.

The first thing you'll notice when riding on these tires is a marked improvement in the ride. Road noise, expansion joint "thump" disappear. You'll think the whole chassis has been tightened up. For these new tires have the unique ability to absorb shock. ("Like a new

set of springs," said one user.) They virtually *flow* over uneven spots on the road!

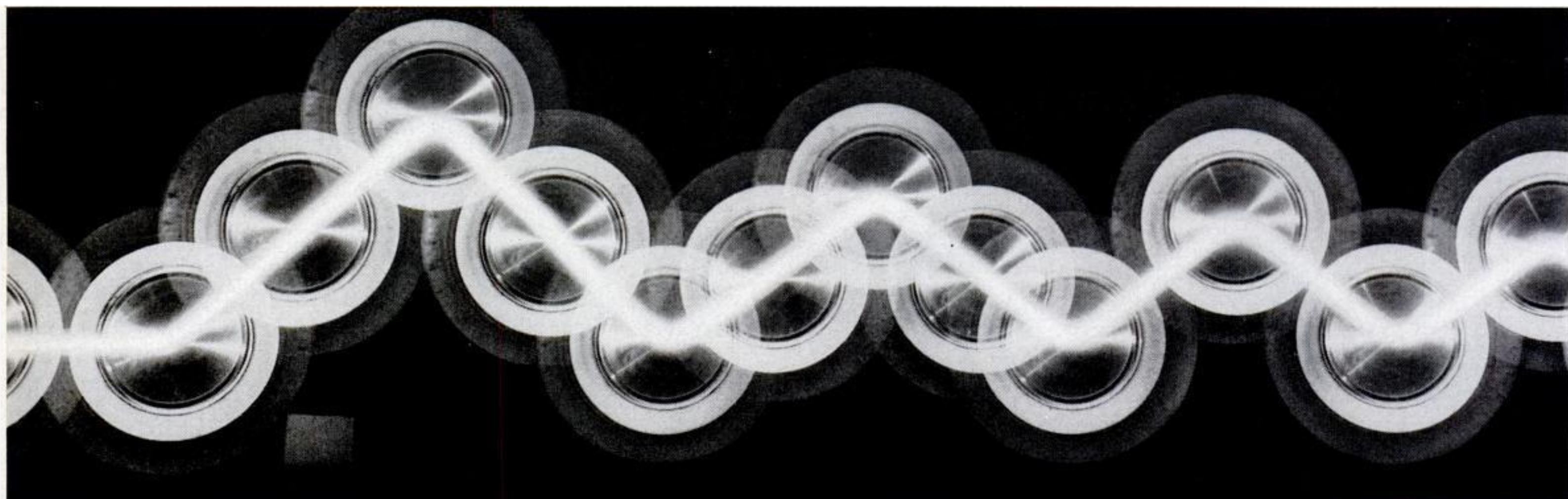
Car owners who have tried tires made of Enjay Butyl say they make a new car ride like a more expensive car *and an old car seem new again.*

Controlled, sure-footed stops

At your first corner another promise made by Butyl tires is fulfilled. This revolutionary rubber holds the road so effectively you can't make it screech. On any turn. At any speed.

You test their stopping power. Still no screech. Tires of Butyl give you a silent, controlled stop never before experienced.

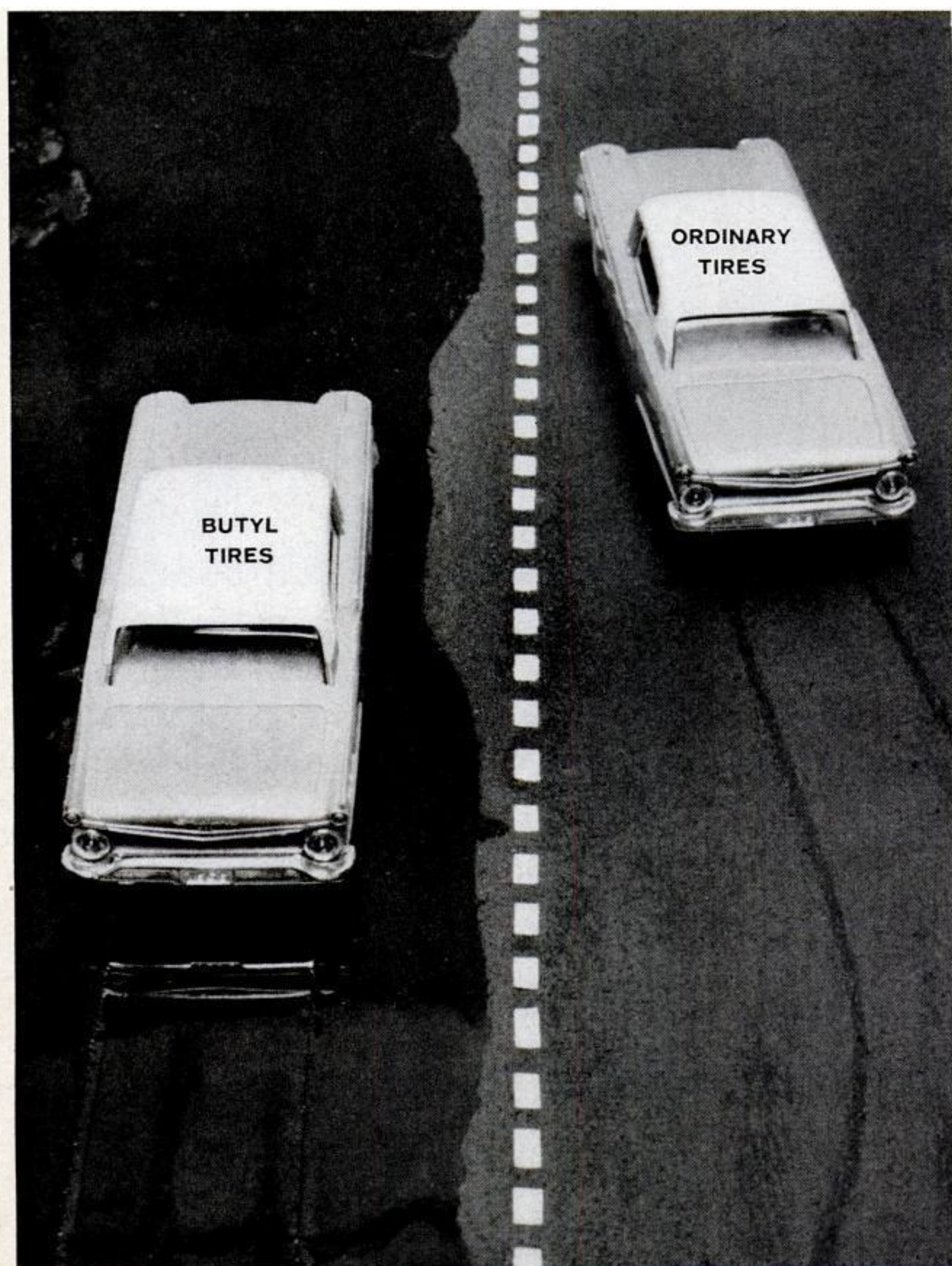
FOR MORE OF THE REMARKABLE BUTYL STORY, SEE NEXT PAGE



ORDINARY TIRE—Tire hits bump . . . bounces . . . then continues to bounce many times after original point of impact. This multiple “after-

bounce” transmits vibration and road shock to passengers inside the car causing discomfort and fatigue. Any rattles and noise are also intensified.

“SCREECH-FREE” BUTYL TIRES STOP FASTER,



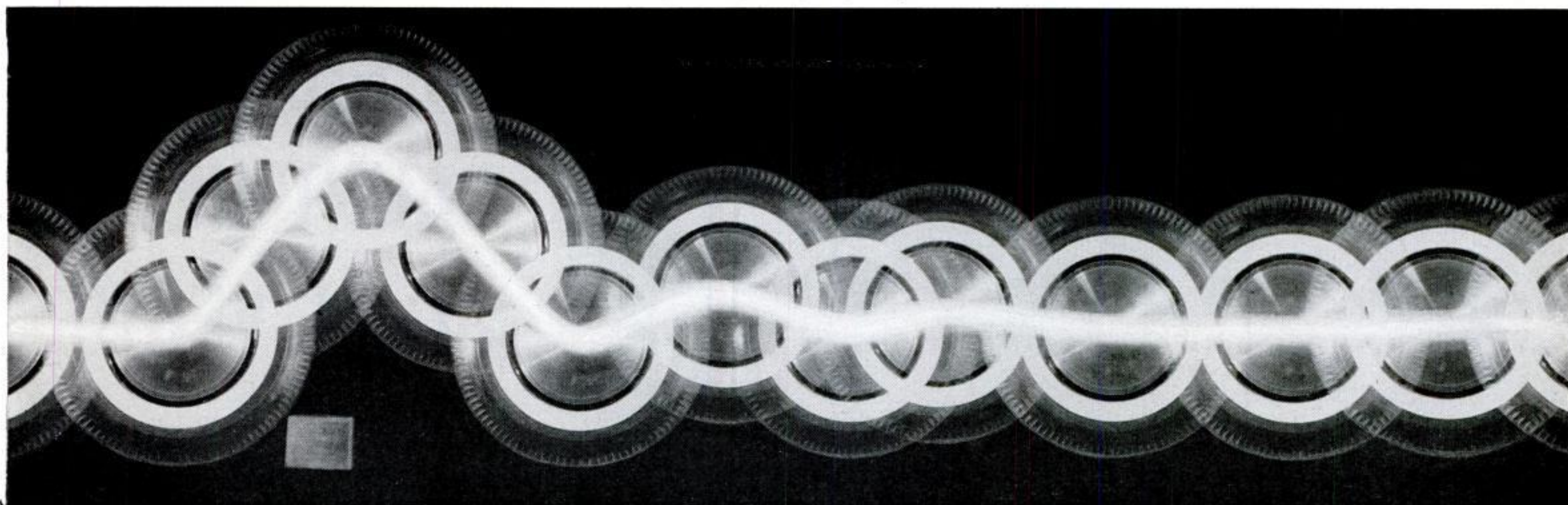
STOPS 30% FASTER—Because these tires are made of Enjay Butyl, they actually stop quicker on wet surfaces than ordinary tires stop on dry.

With tires made of Enjay Butyl, you actually stop up to 30% more quickly than with the best tires of ordinary rubber *and you stop shorter on wet pavements than others stop on dry*. In sudden starts, too, Butyl tires do not “chirp”—further evidence that traction of this new kind of rubber is noticeably superior.

Within your very first mile, these new tires demonstrate their unique silence and traction, and their ability to cushion bumps and *soak up* road noise.

In millions of test miles—on roads of all types, including the Arabian desert—Butyl tires retained all these desirable qualities without any sacrifice in tire mileage. In fact, they were still going strong after 1½ years on a truck in a lime-





NEW TIRE OF ENJAY BUTYL hits same bump at same speed. Instead of multiple bounce, it *flows* over bumps and irregularities in the road, then

quickly resumes its level course. Passengers inside feel no "after-bounce" jarring, hear a minimum of road noise. The trip is far quieter, less tiring.

ABSORB SHOCK BETTER THAN ANY OTHER TIRES

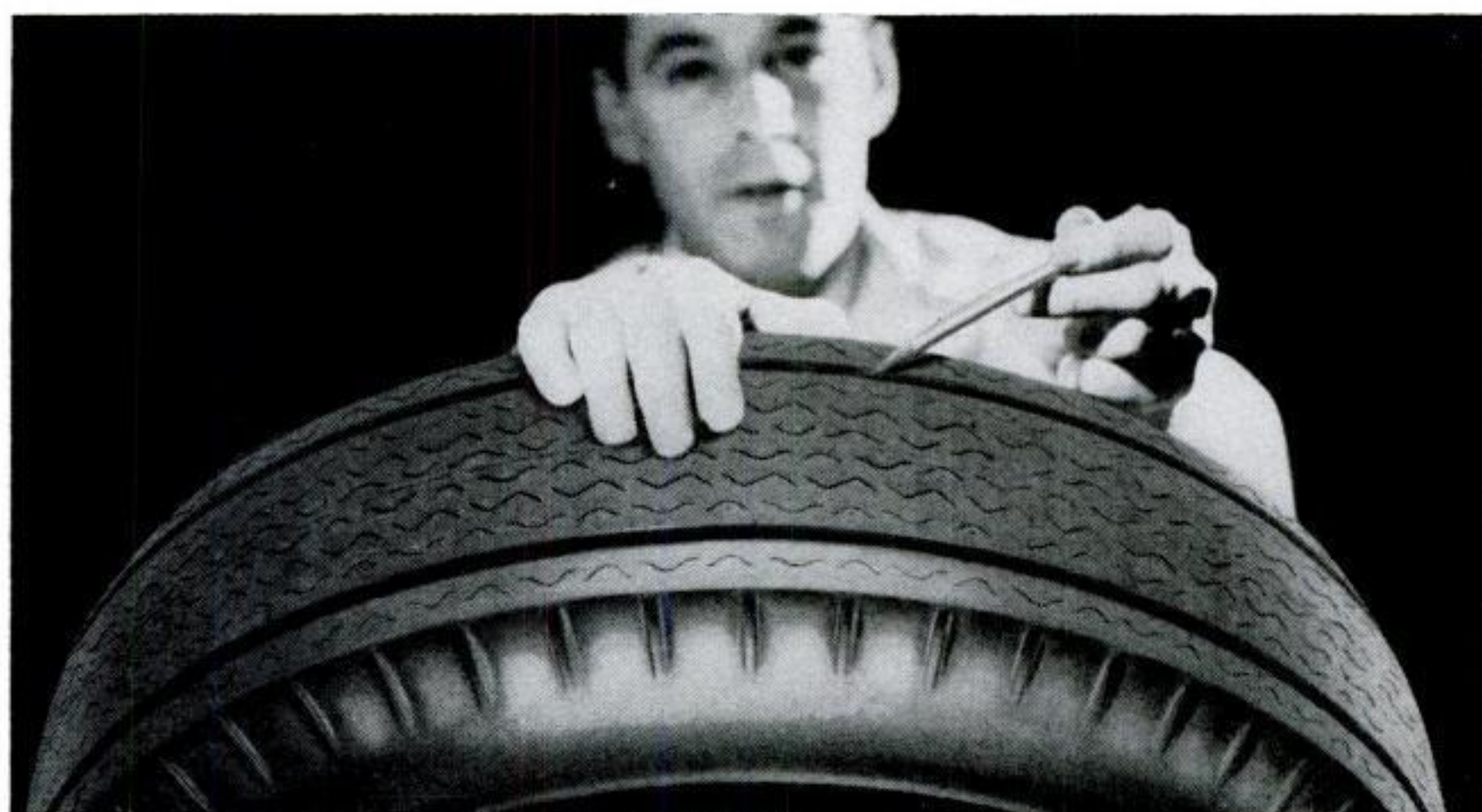
stone quarry. Ordinary truck tires wore out in 6 weeks.

You might expect tires with these amazing improvements to be sky-high in price. But actually they will cost less than most premium tires. You should replace at least two tires to feel the improved ride—and for full benefits, all four. Watch for the announcement of the All-Butyl tire in your area!

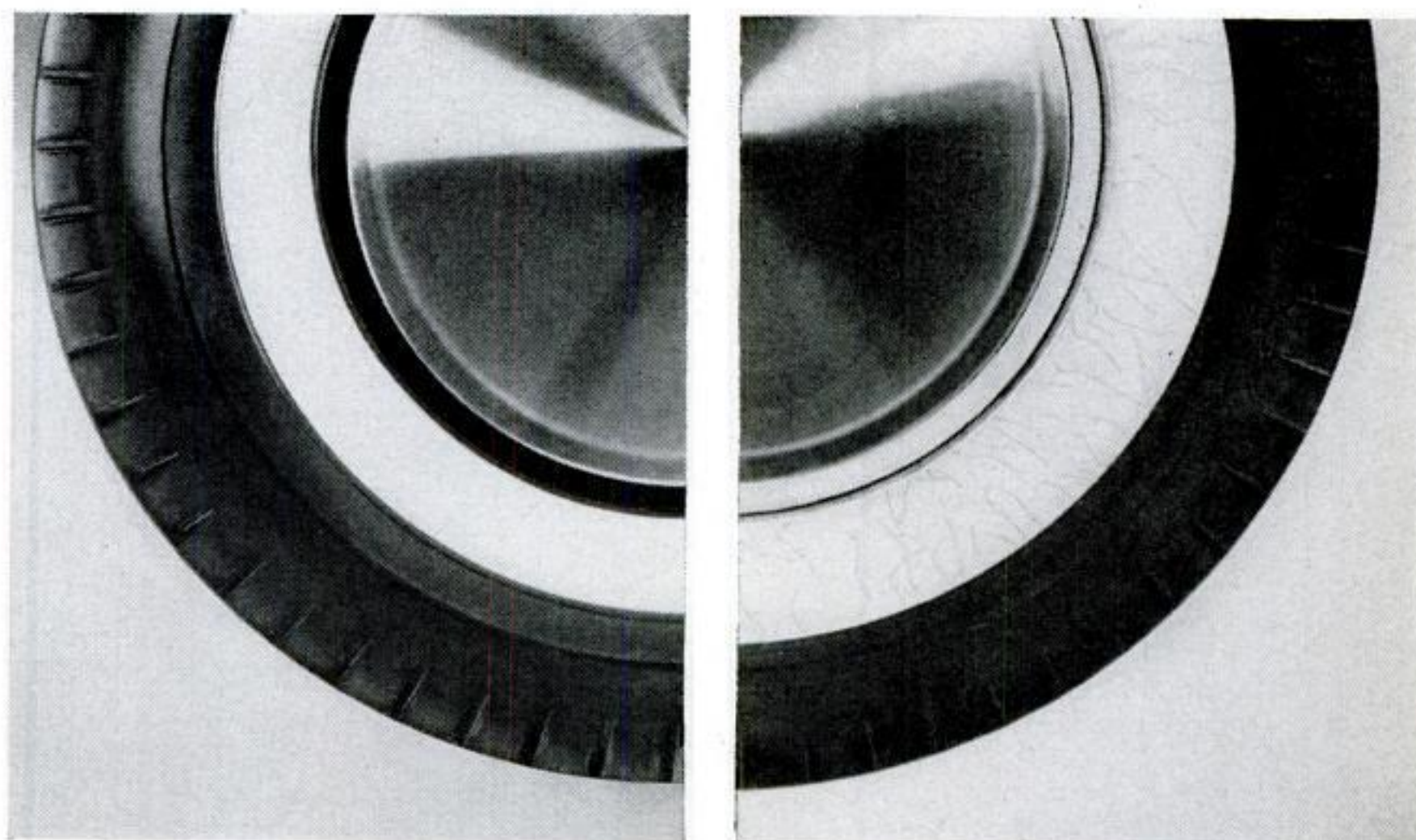
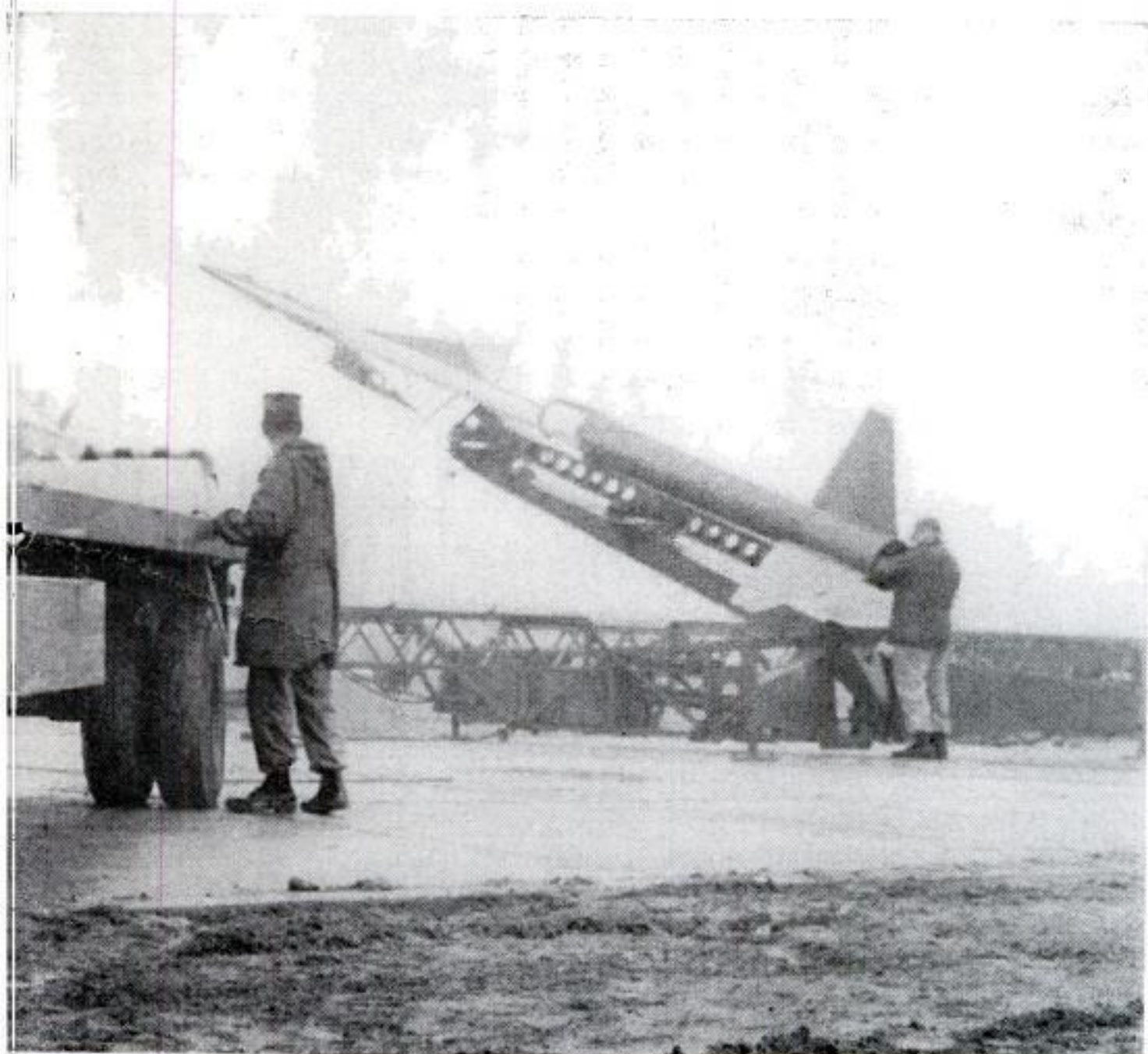
The Enjay Company does not make tires. It supplies Butyl rubber to manufacturers of tires, tubes, and hundreds of other products.

**EXCITING NEW PRODUCTS
THROUGH PETRO-CHEMISTRY**

ENJAY COMPANY, INC., 15 West 51st St., New York 19, N. Y.



REVOLUTIONARY TREADS are now possible with Butyl rubber. They may look unlike anything you're now used to. Tire designers are able to minimize grooves, put more rubber in contact with the road.



UNAFFECTED BY WEATHER OR AGING, Butyl tires (*left, above*) don't dry out, become brittle, crack and check like other tires (*right, above*). Instead, they retain their flexible, smooth "new-tire look."

◀ **APPROVED FOR GRUELING MILITARY SERVICE... NOW AVAILABLE FOR PASSENGER CARS.**

100-BALLOON JAUNT HELPS SCAN VENUS



IN GONDOLA at Villacoublay airfield, Dollfus says goodbye to his father Charles, a famous balloonist.

THE string of giant, clustered balloons gave the airfield near Paris the look of an amusement park. Their purpose, however, was strictly scientific. The balloons were to lift Dr. Audouin Dollfus of the Paris Observatory to an altitude of 82,000 feet so he could study the planet Venus without the distortion caused by the earth's atmosphere.

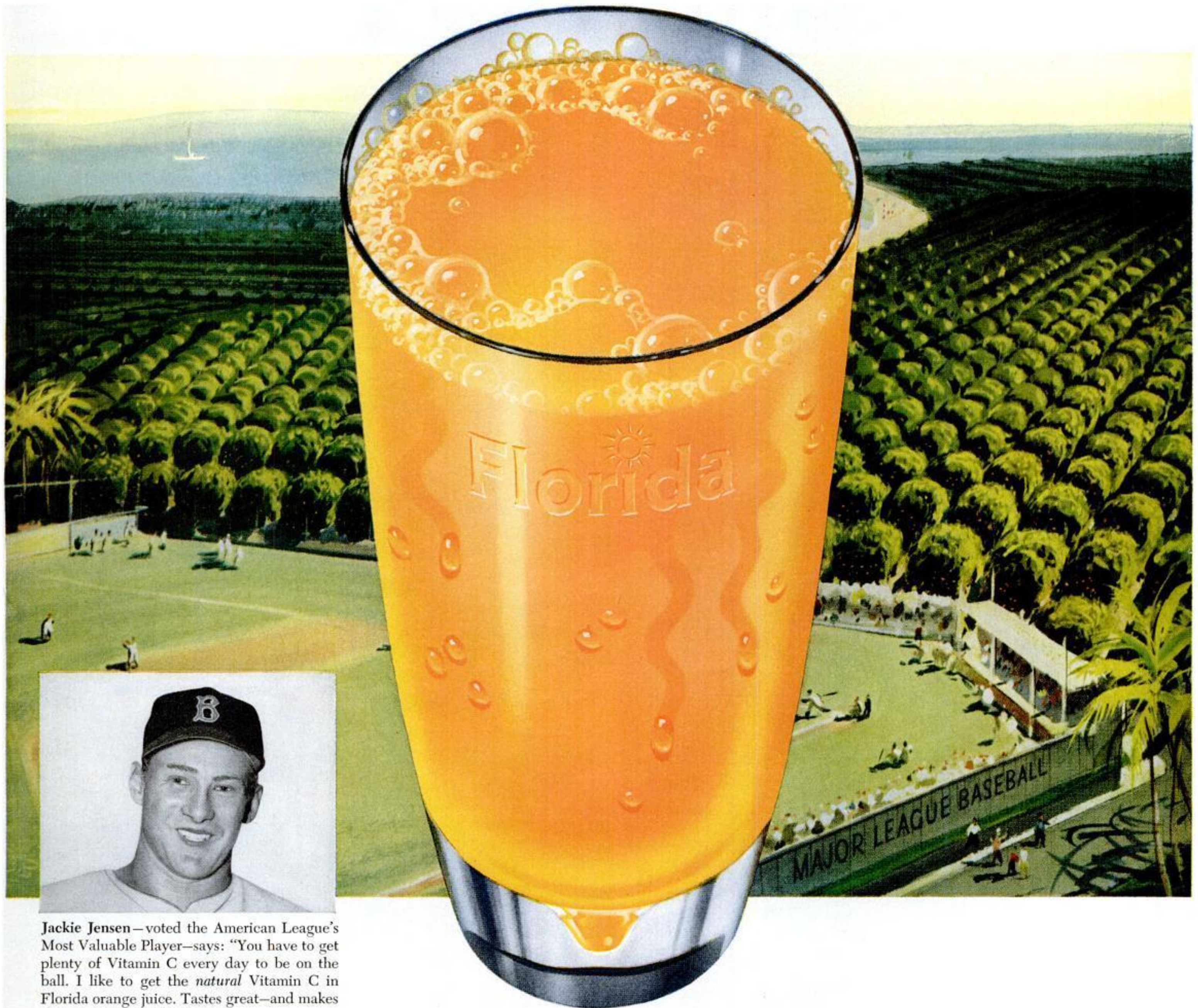
An accomplished balloonist as well as a noted astronomer, Dr. Dollfus decided to try a novel balloon system—instead of one big balloon, 100 small ones were strung in clusters along a 1,500-foot nylon cable. This was done largely as an experiment, to see how the cluster method would work.

Dr. Dollfus' contraption rose to 43,000 feet, where it got caught in the powerful jet stream. He did not go up any higher because he was not sure he could handle the unfamiliar string of balloons in the wind. But he sat in his heated gondola for three hours with his telescope and spectroscope, studying Venus, the moon and the jet stream itself before he came down to a classic balloonist landing (p. 84).

SENDING UP CLUSTERS, crewmen let out the cable, adding a new cluster of balloons every 40 feet.

CONTINUED

POWERHOUSE of Vitamin C



Jackie Jensen—voted the American League's Most Valuable Player—says: "You have to get plenty of Vitamin C every day to be on the ball. I like to get the *natural* Vitamin C in Florida orange juice. Tastes great—and makes a great energy 'pickup,' too!"



One little can of Fresh-Frozen orange juice makes four big, delicious glassfuls. You save time and money—and get your full measure of *natural* Vitamin C plus other health benefits.

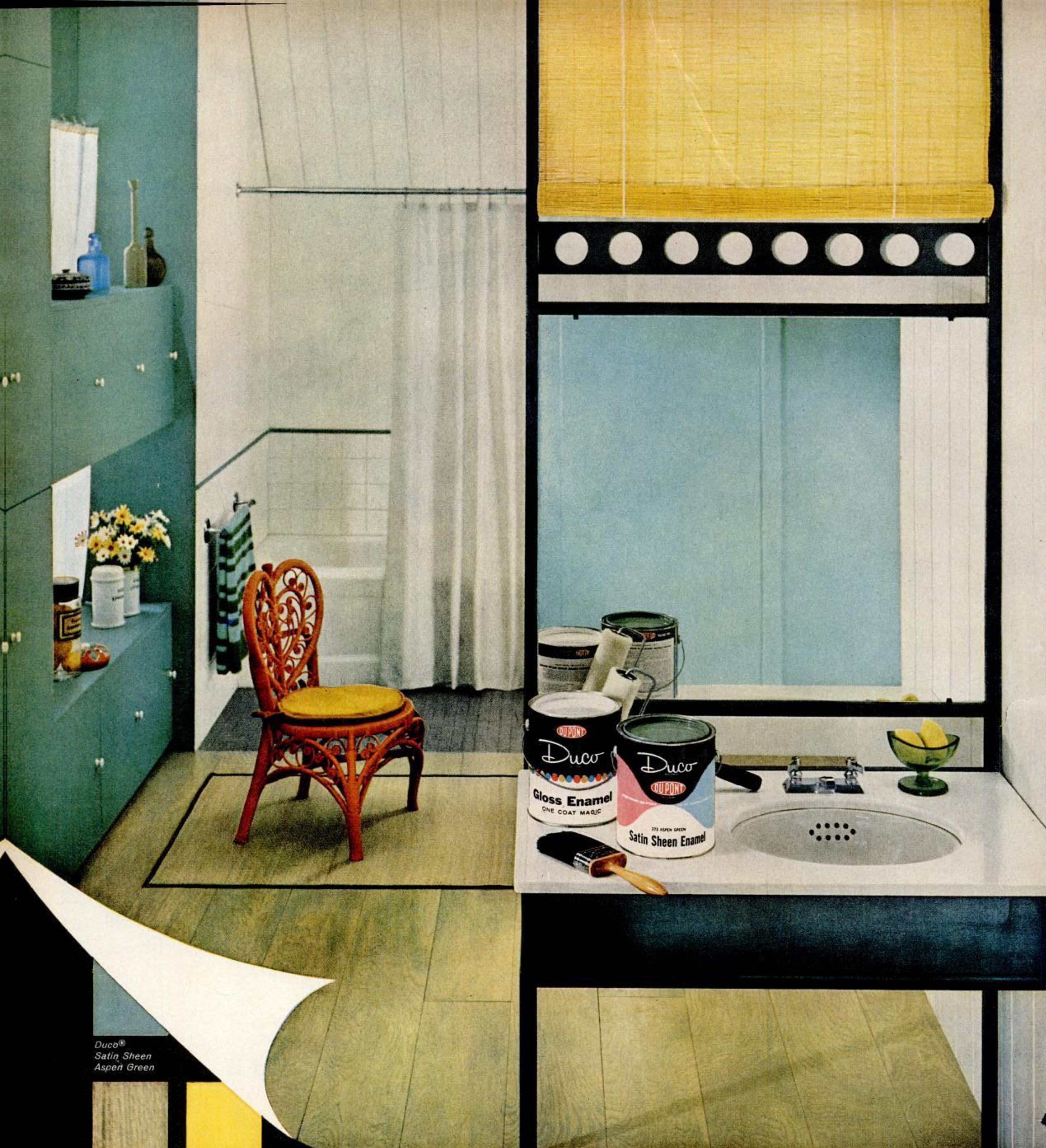
© Florida Citrus Commission, Lakeland, Florida, 1959

Your body can't store it — you need it every day

Only the golden warmth of Florida sunshine could make orange juice *taste* so good, *be* so good for you. Every delightful glassful of frozen orange juice holds all the health and flavor that nature lavishes on luscious, sun-ripened Florida oranges. And frozen orange juice gives you *natural* Vitamin C—the kind that's best for you. Enjoy the sweet, unforgettable flavor of nature's finest fruit in big glassfuls of frozen orange juice—*every* day!

**FRESH-FROZEN
ORANGE JUICE** from **Florida**





DuCo®
Satin Sheen
Aspen Green



Oil Stain
Willow Green



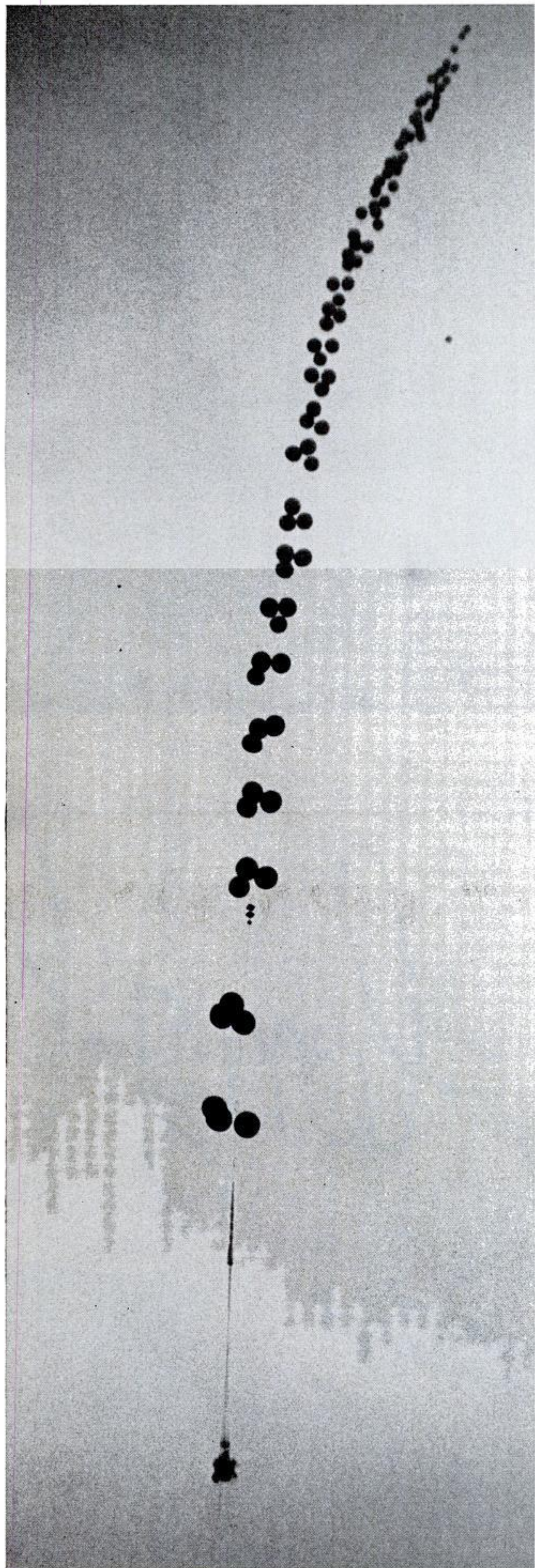
DuCo Gloss
Primrose Yellow

BRING YOUR BATHROOM UP TO DATE... with paint! But buy the best. The job is too important and your time's too valuable to risk on "bargain" paints. Insist on DuPont. Your dealer is listed in the Yellow Pages.

*Buy the paint that's worth the work...
the beauty lasts!*



Better Things for Better Living...through Chemistry



IN FULL FLIGHT, string of balloons sways in pendulumlike effect as it gains altitude. To descend, balloons are detached by remotely controlled explosives.

CONTINUED

Are you missing *HALF the FLAVOR*

just to save 18 calories?



Domino Sugar

adds the "*MISSING HALF*"
...it peeps up the flavor
while it peeps up you!

The moment you sprinkle Domino Pure Cane Sugar on fresh fruit, you add the "Missing Half" . . . bring out all of the luscious flavor and hidden aroma. And while Domino Sugar peeps up the flavor—it *peeps up you*—gives you quick energy in the purest form. Only 18 calories per teaspoon. Always insist on Domino Granulated Sugar—in the *bright yellow package*.

Only 18 calories
per teaspoon—
all quick energy!



...more people use *Domino* than any other sugar.

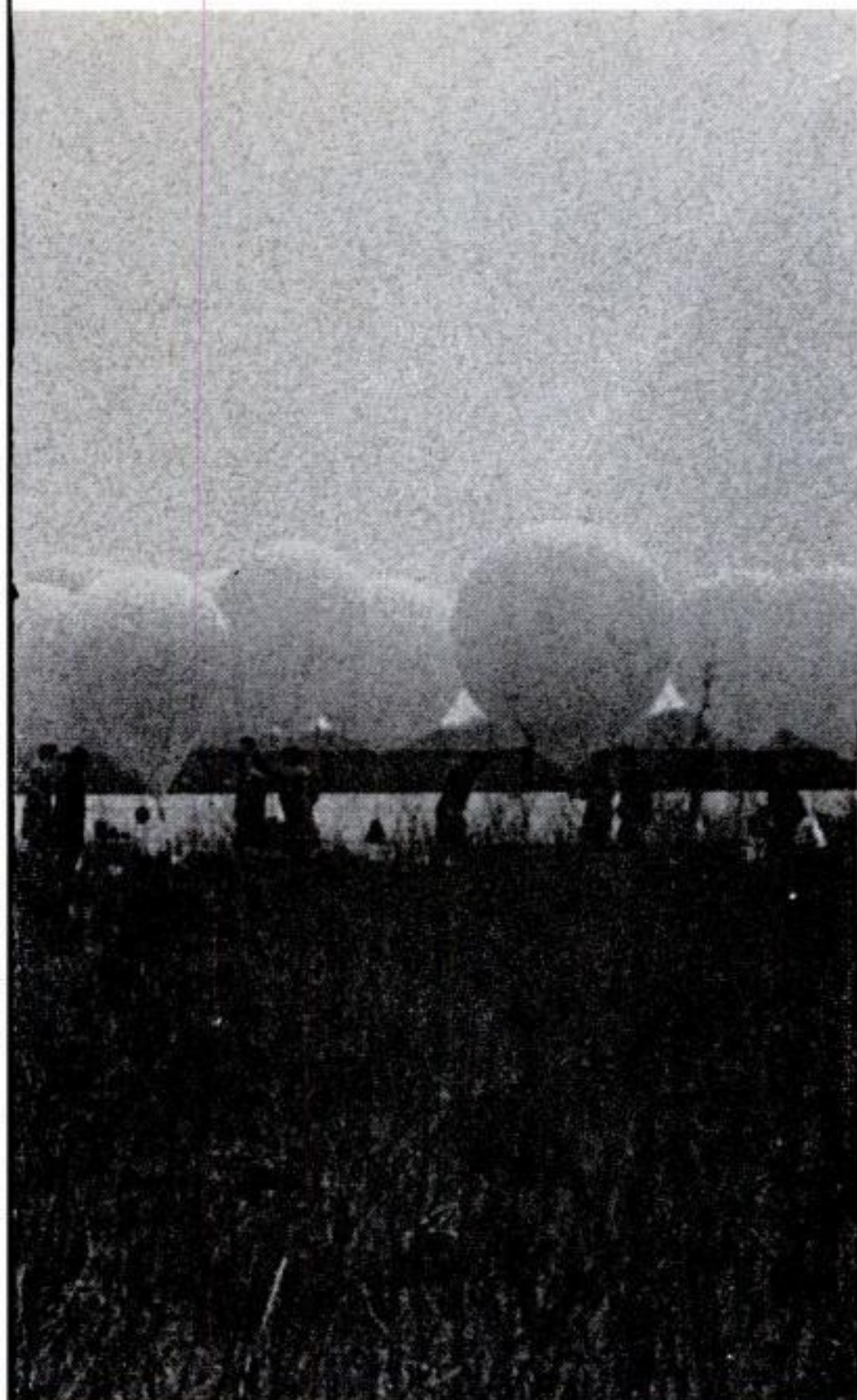


FIELD FULL OF BALLOONS anchored at launch site wait while remainder are blown up. They are

polystyrene weather balloons, each inflated to only 10 feet in diameter at take-off to allow for expansion

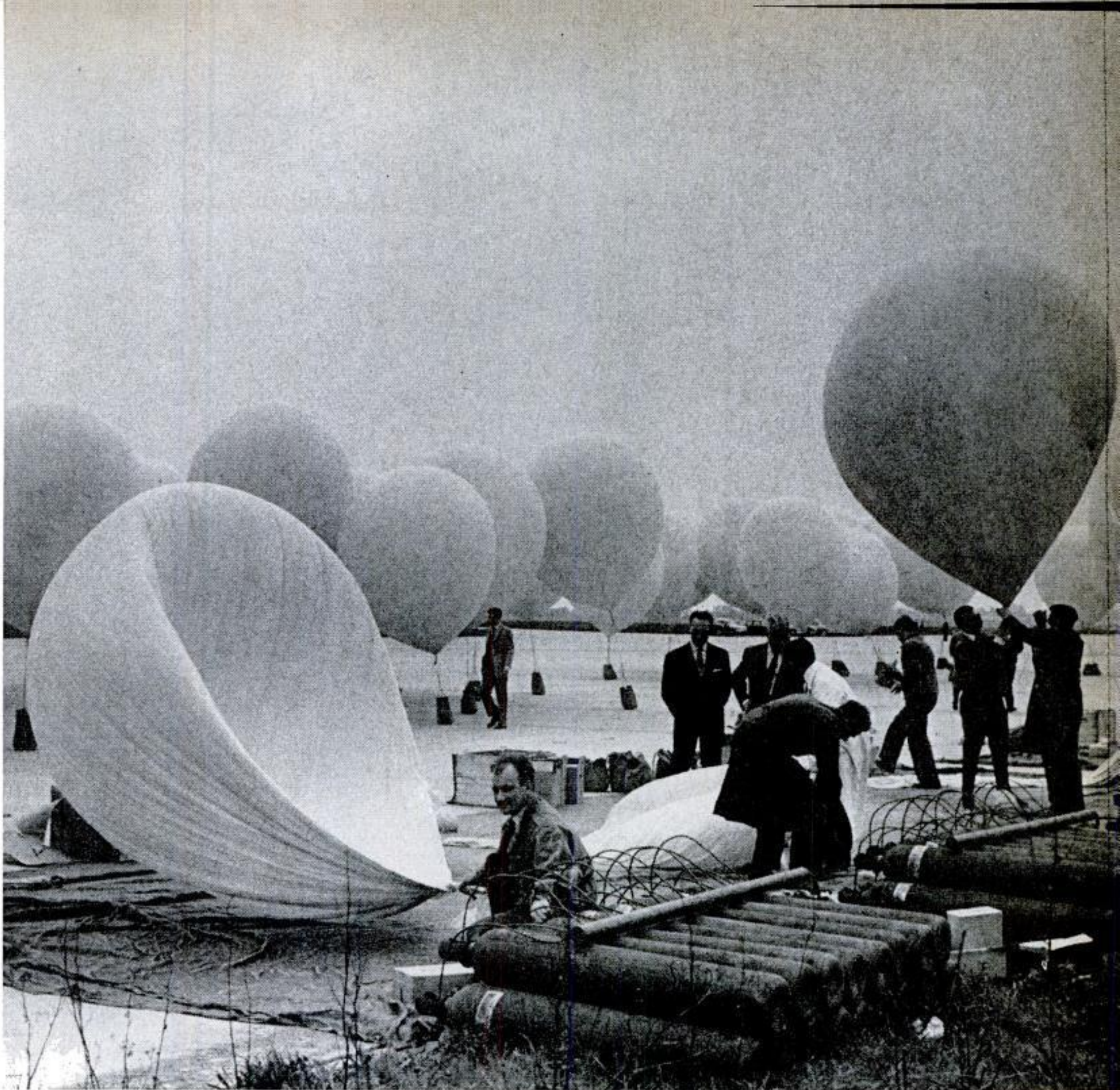
at high altitudes. It took a crew of 30 men (*right*) four hours to inflate the balloons with hydrogen.





BLOWING UP BALLOONS, crew ties them to bags full of stones (*background*) for temporary mooring.

[CONTINUED ON PAGE 84](#)



sting

Sure

WRIGLEY'S

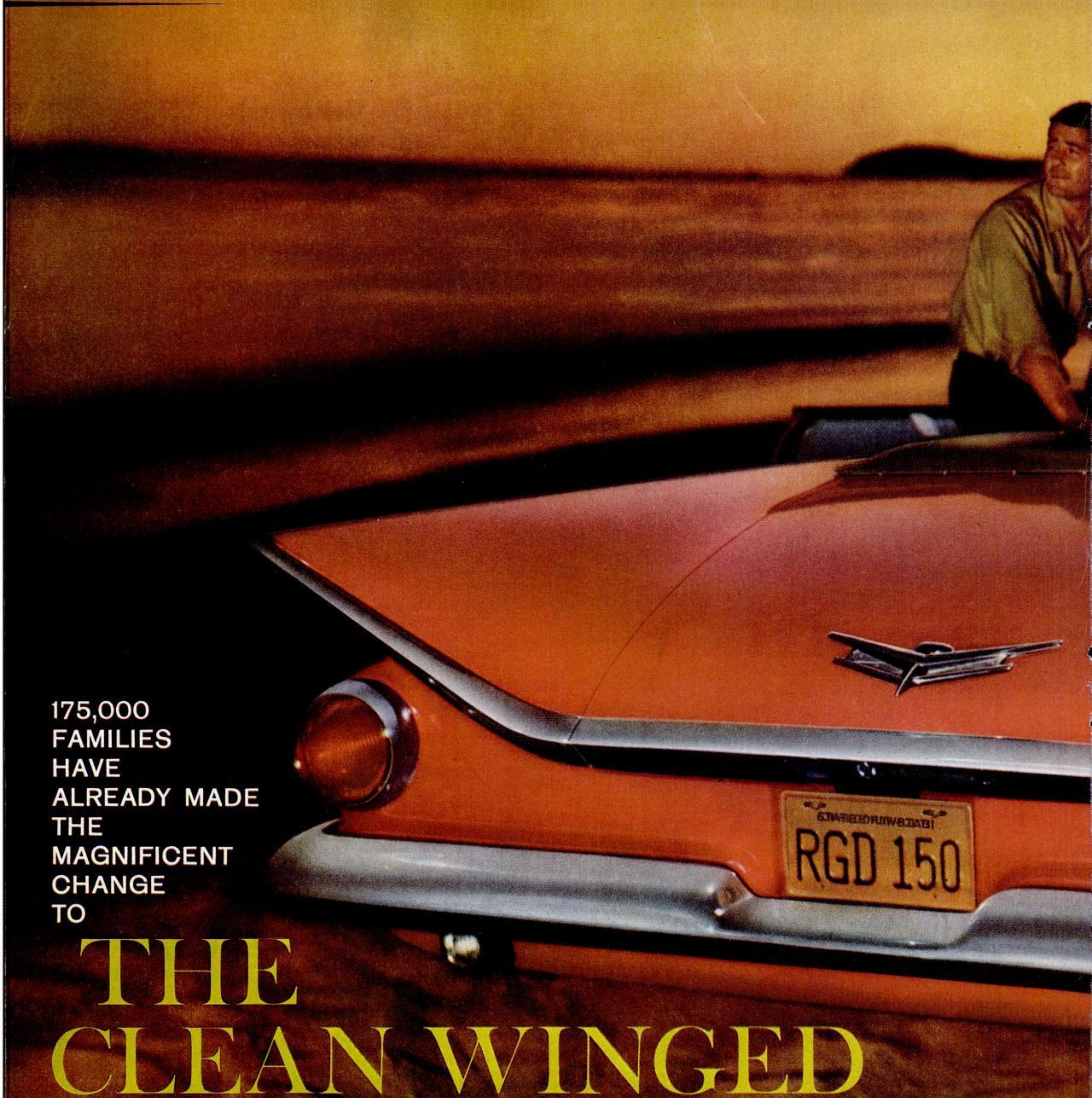
SPEARMINT

Chewing Gum

True—
Wrigley's Spearmint Gum
is only a little pleasure item but it's
big in satisfaction, long in enjoyment.

It is always a treat.
And, the cooling taste freshens
your mouth—the lively chewing
helps keep you alert.

That's another reason
more people buy Wrigley's Spearmint
than any other brand of chewing gum.



175,000
FAMILIES
HAVE
ALREADY MADE
THE
MAGNIFICENT
CHANGE
TO

THE CLEAN WINGED

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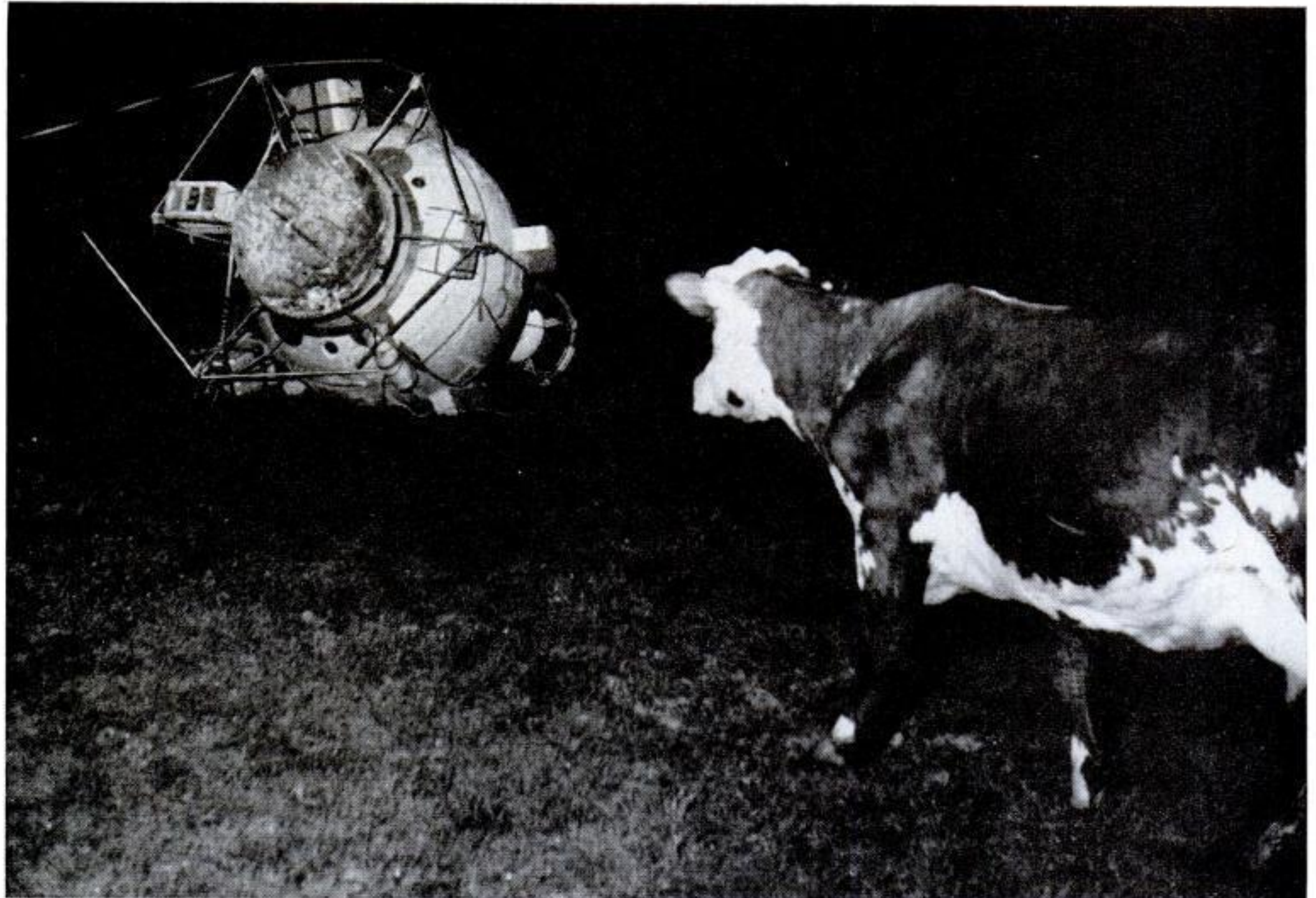
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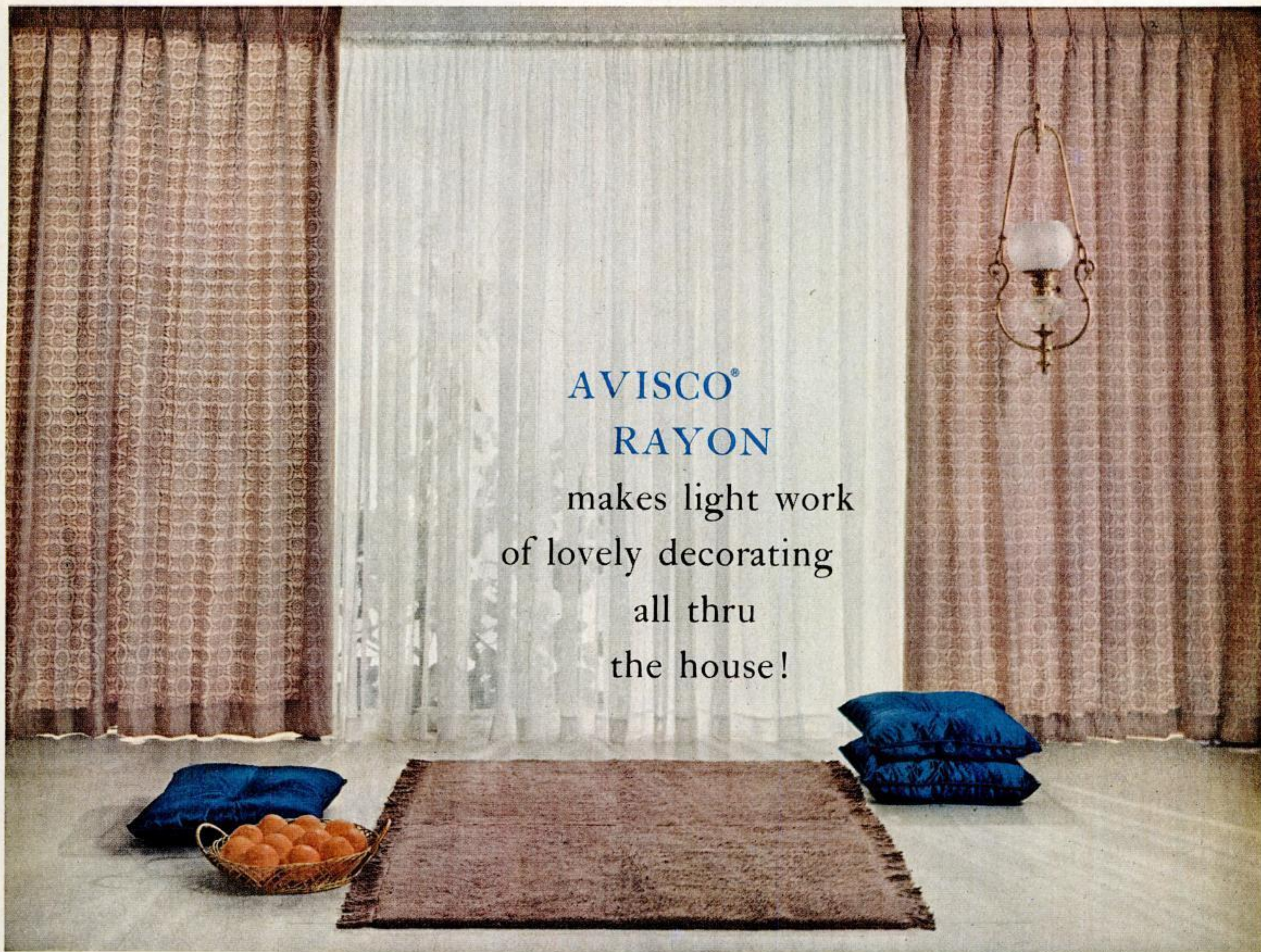
LANDING IN PASTURE near the village of Prémery in central France, the gondola is greeted by a local resident.

In the course of its six-hour flight, Dollfus' craft had drifted 130 miles to the south, suffered no damage in landing.



TELEPHONING HIS FATHER from the local gendarmery, Dollfus reports a safe landing. Though he had failed

to arrive at his planned altitude, he said, "I still saw Venus better than any Frenchman ever saw it before."



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HOW THE WEST WAS WON: CONCLUSION



IN A WEST THAT WAS CHANGING FAST, WHITE MAN'S IRON HORSE HALTS FOR A HERD OF BUFFALO. THE BUFFALO, ONCE NUMBERING 15 MILLION,

FULFILLMENT FOR

"Set out at half passed three o'clock under three Cheers from the gentlemen on the bank," William Clark noted in 1804 as he and Meriwether Lewis steered upriver beyond St. Louis toward the wilderness. Only a half-century later—a tick of the clock in the larger reaches of history—the railroad had crossed the Mississippi and was clanging through the prairie silences. In little more than a decade, it would reach California.

The West had not yielded easily to man, but it did yield. As

told in the previous parts of this series, explorers and trappers opened the mountains and prairies and the settlers' wagons followed. Colonizer and cattleman, gold-seeker and cavalryman, had pushed the nation's boundaries to the Rio Grande and the Pacific. Now, in this concluding instalment, LIFE chronicles the swift-moving days that saw the end of the western frontier and the dawn of a settled civilization.

The West was alive with people in action. Steamboats churned



SMITHSONIAN INSTITUTION

WOULD SOON BE GONE AND EACH MONTH MORE OF THE VIRGIN LAND WAS STITCHED WITH RAILS AND WIRES. PAINTING IS BY NEWBOLD TROTTER

A PROMISED LAND

the rivers; stagecoaches rattled along the dusty beginnings of a highway network. The Pony Express took mail from the Missouri to California in just 10 days, and at that would shortly yield to the telegraph, which by 1861 spanned the nation.

The frontiersmen of the new day were the engineers who strung the wire, built the bridges—and the railroad. When in 1869 the labors of thousands were done and rails from east and west met at Promontory, Utah, the nation was made whole and the greatest

force in western development unleashed. Along the tracks towns grew and thickened into cities. The railroads had part of their payment in government land—some 20 million acres—and they now set out to lure thousands of homesteaders onto it.

The West was won; yet hardships remained in a land that had resisted all who sought its treasure. Homesteaders would starve as their crops died on parched prairies. But for all who built and endured and built again, the West kept its promises of abundance.

CONTINUED



RIVERBOATS AND RAILS had met at Davenport, Iowa (*background*) in 1856. That year, the first railroad bridge over the Mississippi (*right*) linked Chicago & Rock Island line (*foreground*) with another that ran across Iowa.

THE STAGECOACH (*below*), carrying nine passengers inside and seven on top, rattles along past Mount Shasta on the California-Oregon route operated by Barlow, Sanderson & Company. Aaron Stein did the painting in the 1870s.





PONY EXPRESS RIDER WAVES TO CREW ON TELEGRAPH LINE THAT WOULD PUT HIM OUT OF BUSINESS

Stages, Steamers, Swift Phantoms of the Daring Pony Express

By 1860 nearly a half million Americans were living in the far West, between the Rockies and the Pacific. Stages and steamers were trimming the vast distances between them and the rest of their country. But it still took men and mail nearly a month to reach San Francisco from New York. Now the Civil War was imminent, California had a sizable secessionist minority and the federal government urgently needed closer contact with the state. In hopes of getting government subsidies, William Russell of the freighting firm of Russell, Majors and Waddell agreed to supply the contact. What he supplied was the Pony Express and in its brief span it created a lasting legend of derring-do.

Russell and his partners bought hundreds of horses, the best there were—eastern thoroughbreds, western mustangs, at \$200 each. They hired expert, lightweight riders, many of them boys in their teens, who swore “before the Great and Living God” not to curse, drink or brawl during their service. The firm built and staffed 190 way-stations along the 1,966-mile route from the railhead at St. Joseph, Mo. to Sacramento, where there was fast river steamer service to San Francisco.

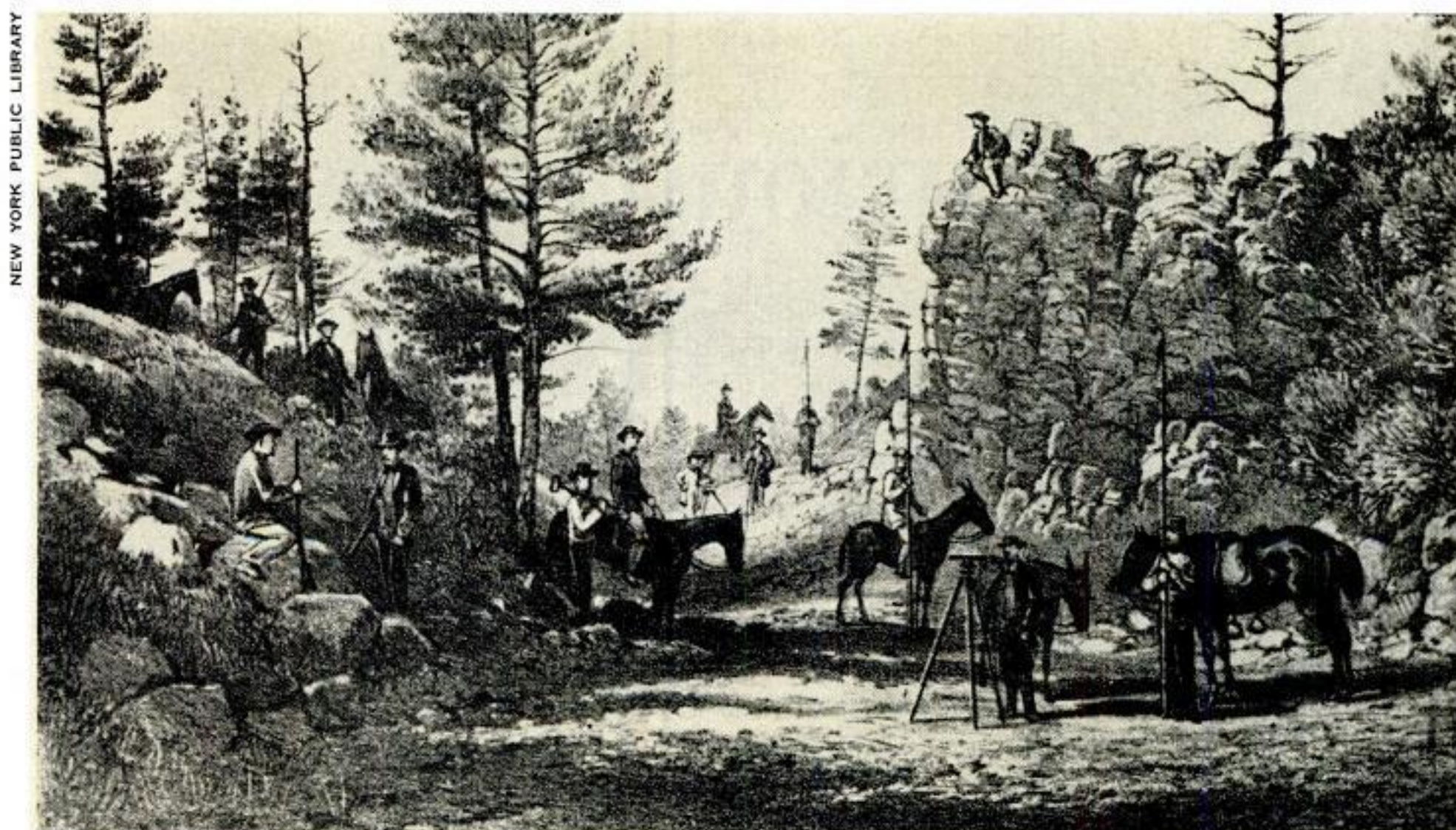
In just two months the line was ready and on April 3, 1860 the first rider hurried west from St. Joseph, carrying a leather saddle pouch full of mail. Forty riders and 10½ days later, the pouch was in San Francisco. The total time between east and west had been cut in half.

“The swift phantom of the desert,” Mark Twain called the Pony Express rider, “winging away like the belated fragment of a storm.”

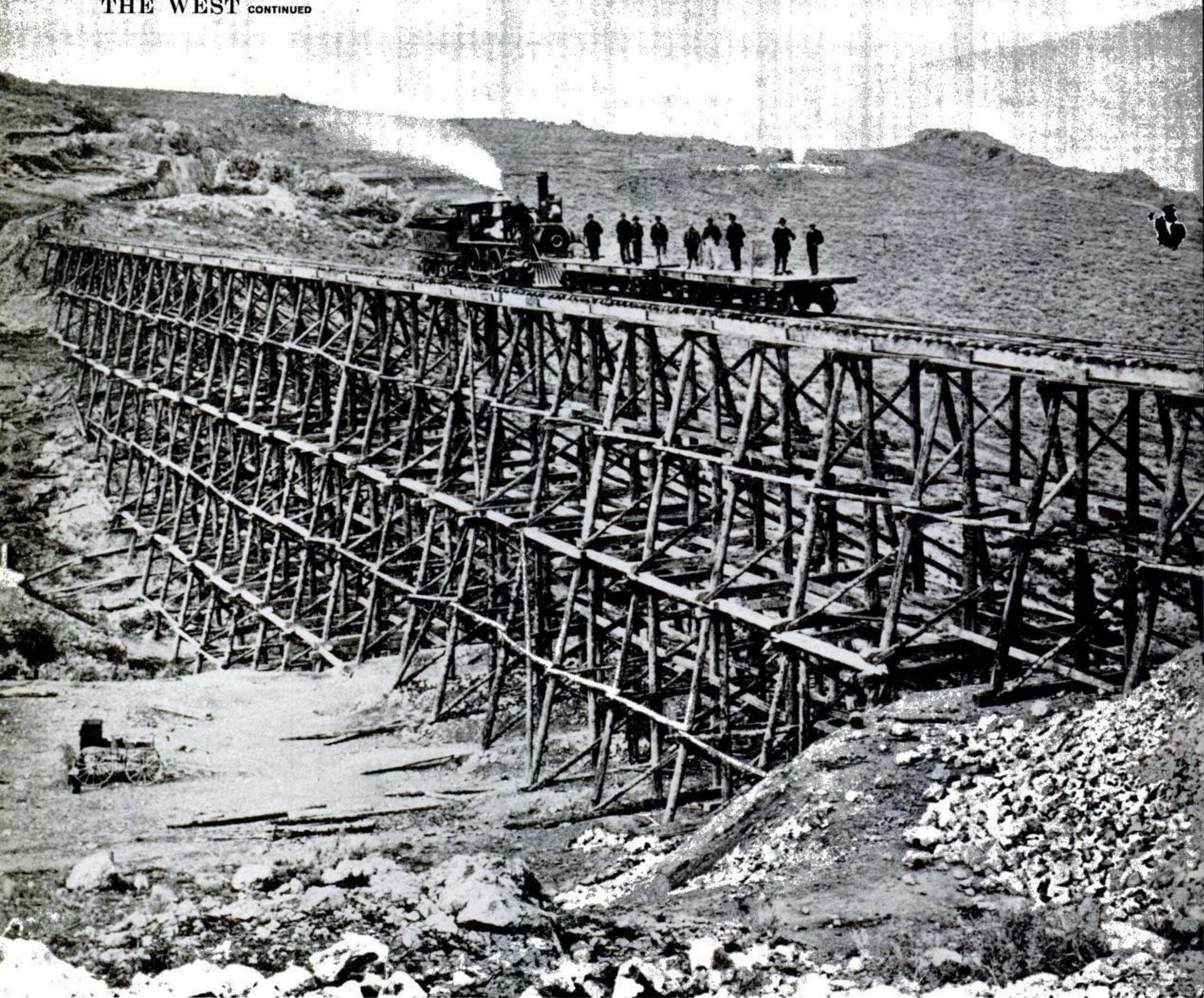
Pounding along the Platte, through South Pass to Salt Lake and across the alkali flats to the Sierra, the riders averaged better than nine miles an hour. On some level stretches, they averaged 18. Even in winter, traveling through the snow-choked mountains, they averaged eight. Each rider covered 50 to 75 miles, changing horses every eight to 15 miles, never pausing more than two minutes by the clock.

Indians were a constant problem. Often the riders, hallooing a way-station, found the agents slain and horses stolen and they could only ride on, apprehensively, to the next stop. A young rider named William F. Cody, who would later become famous as Buffalo Bill, once had to stay in the saddle for nearly two days and 384 miles, never stopping except to change mounts. Despite the Indian attacks, only one man ever refused to make his ride and only one pouch was ever lost. Once, when a rider was slain, his pony trotted on to the next station with the pouch.

From the beginning, the Express had been carrying telegrams across the constantly narrowing gap between the telegraph lines that were pushing together from east and west. On Oct. 24, 1861, the lines met and almost at once, 18 months and 650,000 miles after it began, the Pony Express stopped running. It had been a costly adventure. The partners, deep in debt, were forced to sell the firm and it was later taken over by Wells, Fargo and Company. Little over a year later, paralleling many trails the Pony Express men traveled, men began laying the rails that would join with iron what the riders had spanned with daring and endurance.



DEEP IN THE WEST, UNION PACIFIC SURVEYORS MAP RAIL ROUTE FOR GRADING CREWS TO FOLLOW



WOODEN TRESTLE spans a cut 450 feet wide on the Union Pacific line east of Promontory. On it, Engine 119 and crew hold still for Photographer

A. J. Russell, whose wet-plate wagon is in ravine at left. The hastily built trestles—this one took only six weeks—were later banked solid with rock.



PUMPING TO WORK, Irish crew rides to the end of Union Pacific line, which, when Alexander Gardner took picture in 1867, lay near Salina, Kan.

Furious Race of the Rails

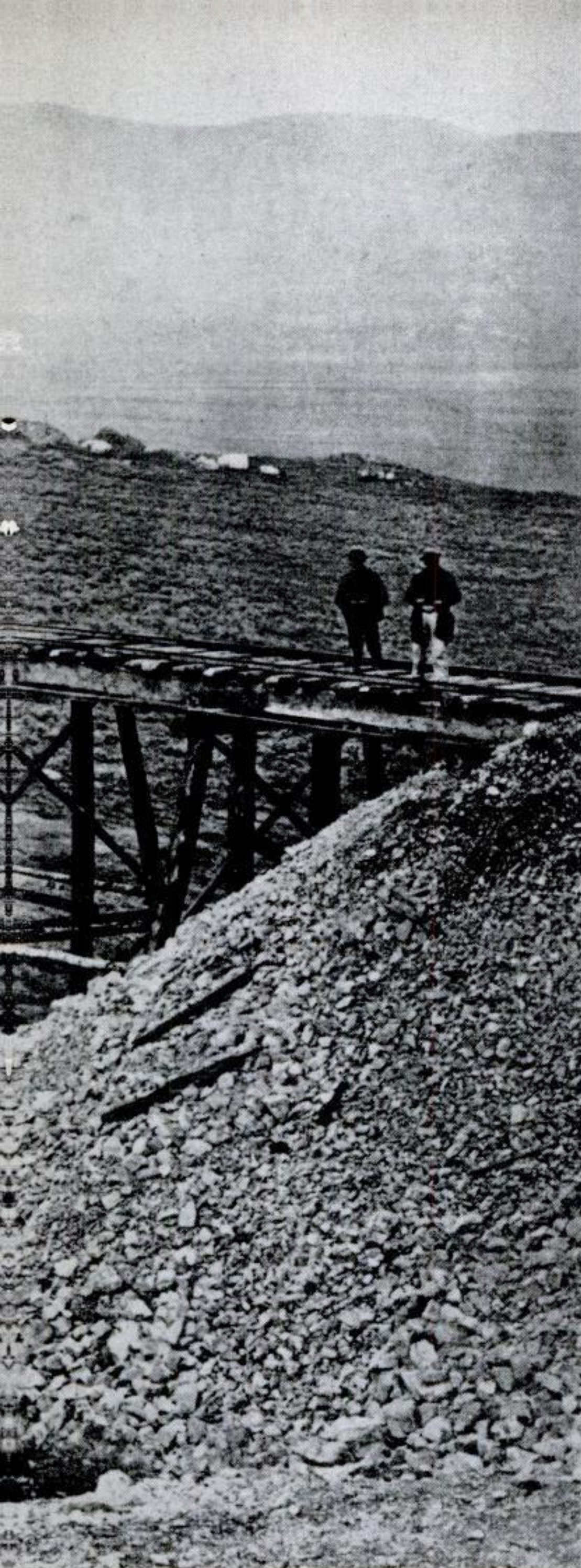
"Ridiculous and absurd!" cried the New York *Herald* in 1848 when a transcontinental railroad was suggested. But in five years such a line was being surveyed to prove that it was physically possible. Then, in 1862, Congress made the huge undertaking financially possible by passing laws that provided loans to the railroads and rewards in the form of huge grants of land along the right of way.

Building the railroad became a titanic race between two lines, Central Pacific and Union Pacific. The C.P., formed by California's Big Four (Collis Huntington, Mark Hopkins, Leland Stanford, Charles Crocker), would work east from Sacramento. The U.P. would work

west from Omaha. The more track each laid, the greater its rewards in land and money.

The real race began in 1866. At once, the Central Pacific faced a massive obstacle: the sheer granite walls of the Sierra. The line imported thousands of Chinese laborers, who often had to be lowered over cliffs in baskets to gouge holes for the explosives.

The Union Pacific's Irish crews moved far faster over the level prairies. By 1868 it had covered 530 miles but was getting into rugged terrain (*above*). The Central, through the Sierra, could hustle across the Nevada flats. By early 1869, the two lines were working in Utah, within snarling distance of each other.



COOLIE (*below*), one of thousands of Chinese employed by Central Pacific, carries rock from one of 15 tunnels laboriously dug through the Sierra.



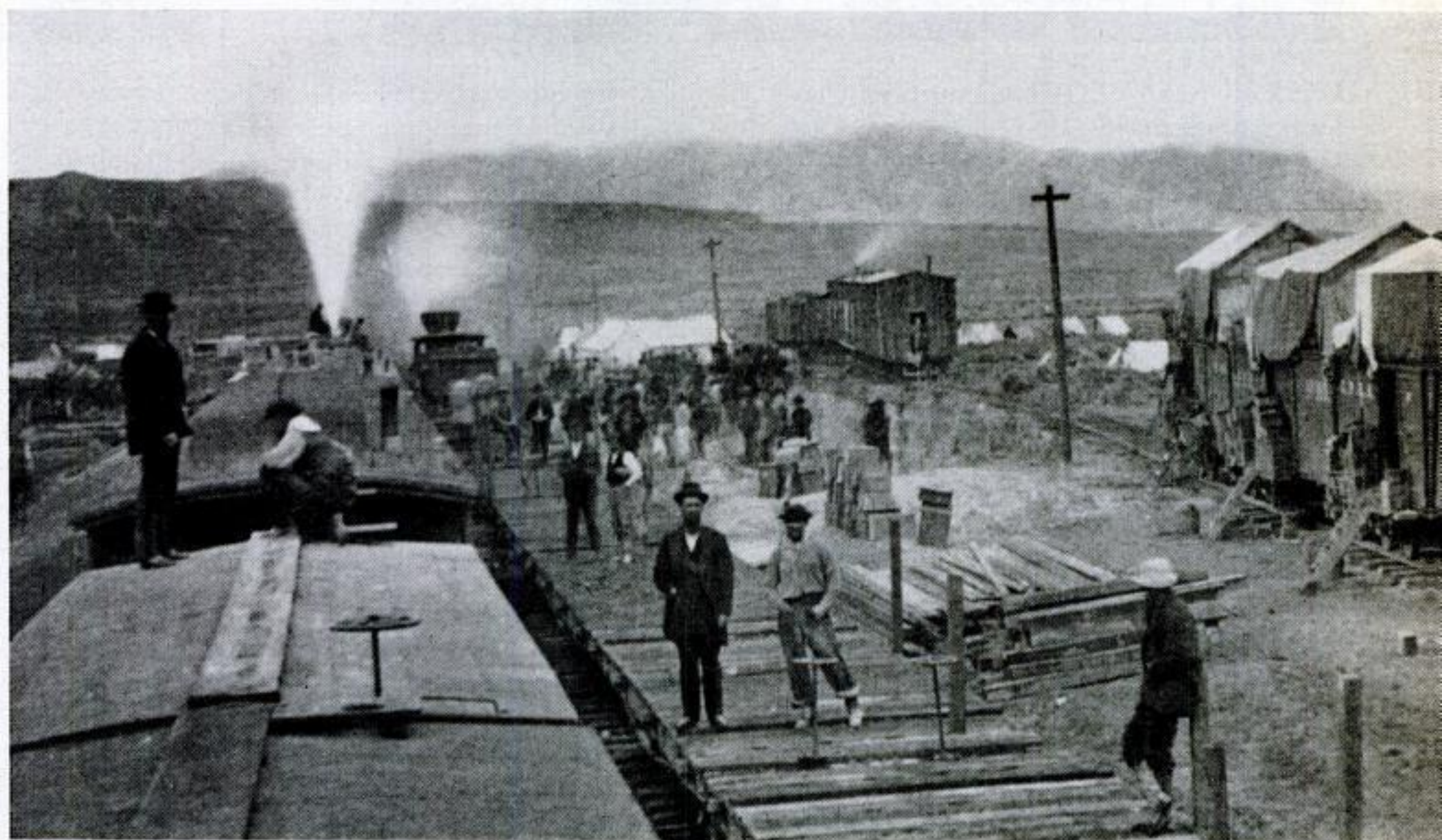
SUPPLY WAGONS load up from a train at Archer, Wyo. which Union Pacific reached in late 1867. The wagons then pushed on toward men who

were grading the roadbed, as much as 300 miles ahead of the tracklayers. Starting at Omaha in July 1865, the rails had come 510 miles in 28 months.



LIVING QUARTERS for top brass of the Central Pacific construction crew was this specially built railroad car, part of a headquarters train that

advanced with the track. Here, as it is parked in Utah, executives and wives stand on the veranda before an awed audience of local Paiute Indians.



"CAMP VICTORY," west of Promontory, was so called because it was here Central Pacific Boss Charley Crocker won a \$10,000 bet from a Union

Pacific official that Crocker's men could lay 10 miles of track in a day. On center foreground car is J. H. Strobridge, who led construction crews.



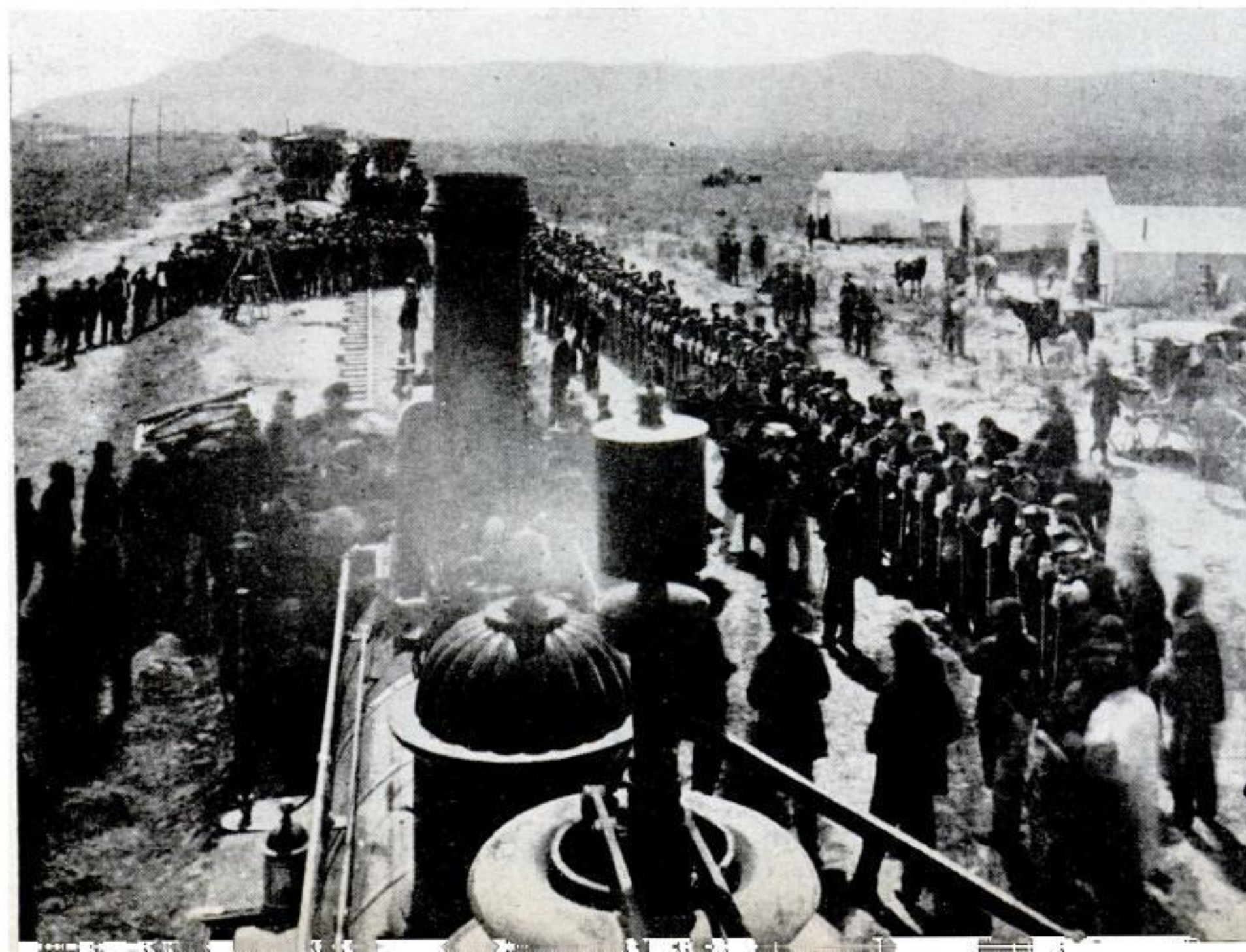
CHUGGING TO PROMONTORY and the ceremonies, a Central Pacific train gives workers a ride astride the firewood. Another train, hauling

private cars of Central dignitaries, followed. A train bearing Union Pacific officials came west from Omaha. At right rear is parallel U.P. track.



CEREMONIES BEGIN as crowd watches U.P. train pull up (*above*). In center is gap where the last rail will be laid. In view from U.P. locomotive

(*below*), soldiers line the track. Ceremony was delayed when photographer yelled "Shoot!" and a gunshy Chinese crew dropped the rail and fled.



THE WEST CONTINUED

The Fateful

For a time, no one could be sure where—or if—the trains would meet. Congress had set no meeting-point and both Union Pacific and Central Pacific were averse to lay and control the greatest trackage possible. Grading crews for the two lines met—and kept on going right past each other. Ultimately, the two roadbeds



HISTORIC MOMENT arrived as the Central Pacific's Jupiter and the Union Pacific's No. 119 touch cowcatchers above the last spike. Their

Meeting of the Tracks at Promontory

paralleled each other for miles, so closely that at times blasts set off by one line killed workers on the other.

The Central at last proposed a compromise. Union Pacific would lay the track to Promontory, Utah. Central would pay \$4 million to buy the track from Promontory back east to

Ogden, at the head of the Salt Lake Valley.

Now the track went down as fast as the laborers could lay it. On May 10, 1869 the day of ceremony came. Special trains from east and west chuffed up to Promontory. A last polished tie was laid, the rail dropped in place. President Leland Stanford of Central

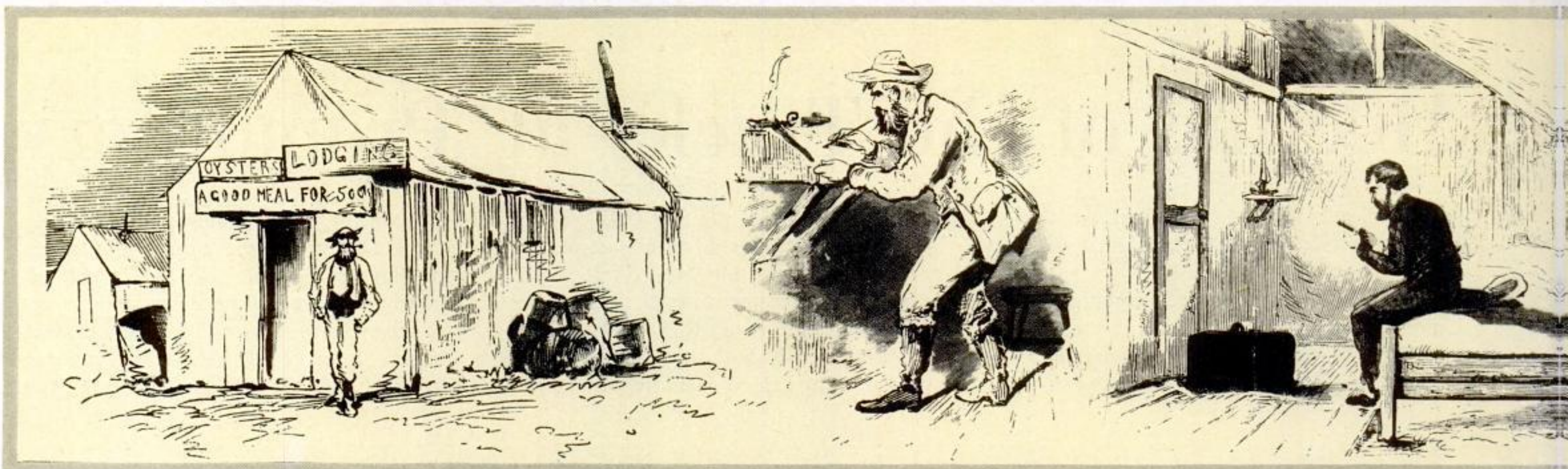
Pacific swung a silver maul—missed the golden spike and whanged the rail. But a telegrapher flashed the signal: "Dot Dot Dot Done!" The engines advanced until cowcatchers met, and a man on the scene with a camera, Colonel Charles Savage, caught the most significant single picture in the final winning of the West.



engineers wave bottles of champagne, later ceremoniously smashed on the boilers. On the ground, the chief engineers, S. S. Montague of the Central

(left) and General Grenville Dodge of the Union Pacific, shake hands. Trains took turns backing up and letting the other ride over the union-place.

The polished last tie and the golden spike were then removed. The spike is now owned by Stanford Museum; tie was lost in San Francisco fire of 1906.



TRAVELER'S LIFE ON PLAINS, DEPICTED IN "LESLIE'S ILLUSTRATED NEWSPAPER" IN 1870, MEANT CANVAS-ROOFED HOTEL, CRUDE ROOMS, A COMMON



BACHELOR'S MEAL in Nebraska includes a thick ham, but chairs have to do for a table. When Solomon Butcher photographed this man in 1886, he had evidently begun to make good; he has stove, kerosene lamp and utensils.

HARVESTING OATS on T. A. Taylor homestead near Lexington, Neb. in → the late 1890s, a hired hand drives the binder. By now, homesteading was no longer only a family enterprise, successful men like Taylor could support help.

Homesteaders' Harsh Life



WASHBASIN AND ONE MUCH USED TOWEL

The railroad, snaking west, had brought new promise to the virgin lands of the plains and the end of the Civil War released a vast tide of veterans to test that promise. Under the great Homestead Act, passed by Congress in 1862, almost any adult could get 160 acres in the new lands for free by making improvements and staying on it five years. For travelers or settlers, the region seemed barren of attractions. But there was good grazing for cattle, and the fertile soil, easily broken by the heavy plows, yielded fine stands of wheat and corn.

Wood was scarce so the settlers built themselves houses of the thick sod cut out of the plain and put together like bricks. At first tables were rarities, a kerosene lamp a luxury. These photographs, taken in Custer County, Neb. by Solomon Butcher, suggest the harsh, sparse life his fellow homesteaders knew.

"The pioneers," said one of them sardonically, "pushed west toward their ultimate destitution." Many indeed failed. But by 1900 enterprising Americans had turned more than 400 million acres into new U.S. farmland.



PROSPEROUS HOMESTEAD built by Nelson Potter (*right*) and family in Custer County shows, after 10 years, a porched house, a barn, two wells and a garden with fruit trees. At rear he has planted a windbreak of cottonwoods.



SOD SCHOOLHOUSE was constructed by homesteaders at a "building bee." The 18-year-old schoolmarm, Gertie Dillsaver (*standing, second from left*), taught all eight grades. The tallest boy, Frank Hall, later married her.



SCRAMBLING FOR LAND, an interminable procession of covered wagons (*top*) rumbles across Cherokee Outlet to take positions on the borders of the strip about to be opened. On the afternoon of the great day—April 22, 1889—

homesteaders crowd around the government land office at Guthrie, Okla. (*bottom*) to file the claims they had staked only moments before. Nearly 50,000 would-be homesteaders invaded the territory to seek their 160-acre tracts.

Hectic Rush for Newly Opened Spaces

Flooding into the new lands, partly at the beckoning of the railroads (*opposite page*), the homesteaders had had to flow around the alluring territory called Oklahoma. As early as 1819 parts of the territory had been reserved for Indian tribes pushed out of the east. More reservation lands were created there, even as the clamor increased to open Oklahoma for white settlement. Long before it was legal, some settlers were staking claims, and they helped force the government into action. In 1889 the U.S. bought back from the Indians 1,500 square miles for homesteading. What followed was the biggest, noisiest land rush the nation ever saw.

From all over the country, wagons rumbled across the Cherokee and Chickasaw reservations and camped on the borders of the Unassigned Lands. The Santa Fe railroad ran 15 special trains into the area from north and south. At high noon on April 22, 1889, soldiers along the strip fired pistols and the rush was on. In a cloud of dust, 50,000 land-seekers stampeded ahead, on horseback, in wagons, afoot, leaping from the slow-moving trains, frantically driving stakes to make their claims. Then they dashed off to file the claims at the land offices in Guthrie (*below*) and Kingfisher. When the dust settled, Oklahoma was on its way.



LAND-OFFICE BUSINESS roars ahead after the opening of the new territory as homesteaders, unable to crowd into the frame structure, jam up outside. From April to July, Guthrie's population went from 10,000 to 15,000 and

within a month the town had three newspapers. In two months, it had a waterworks; in four months, electrically lighted streets. It became capital of the territory and remained the capital briefly after Oklahoma became a state in 1907.

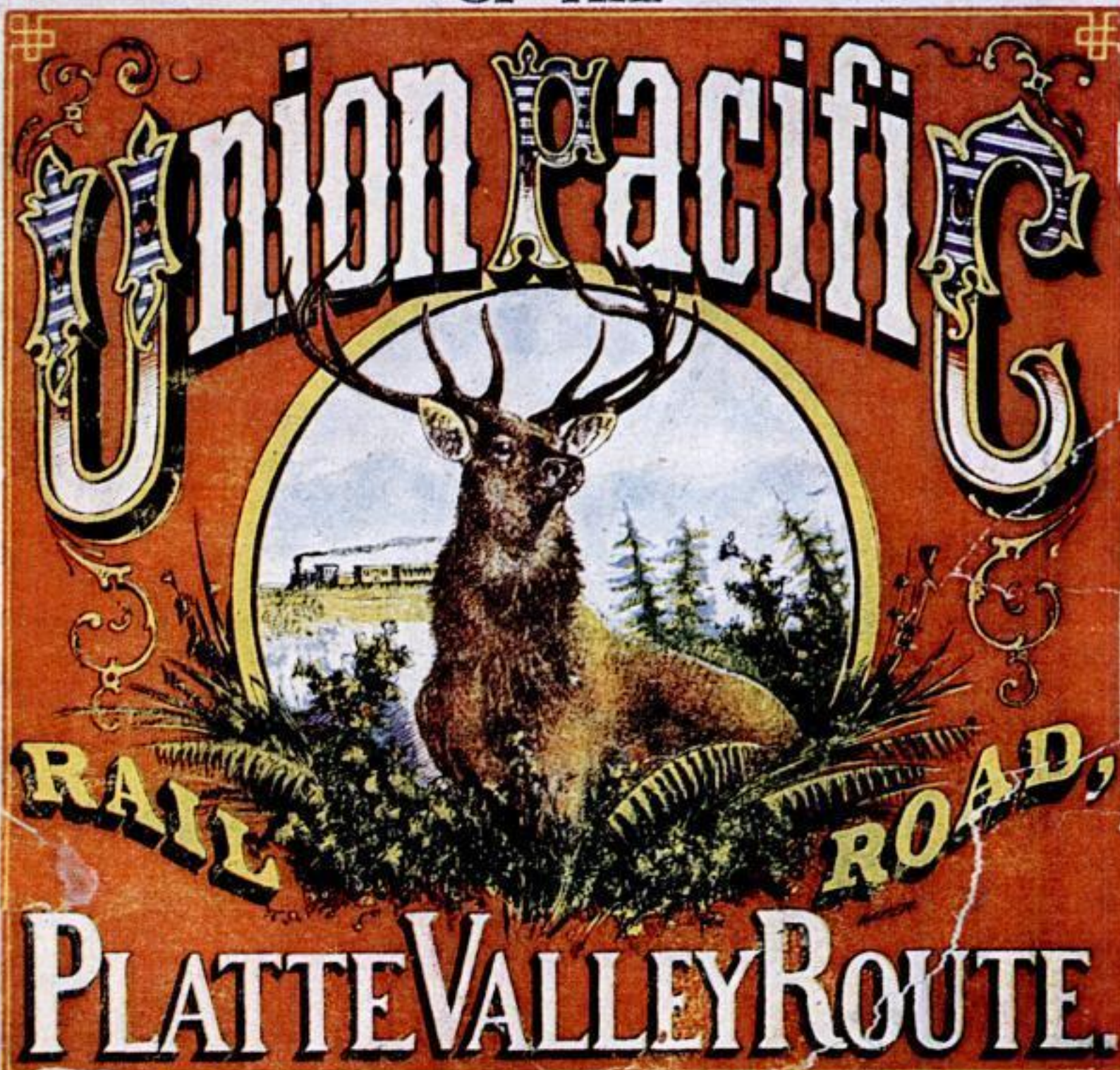
1869. May 10th. 1869.

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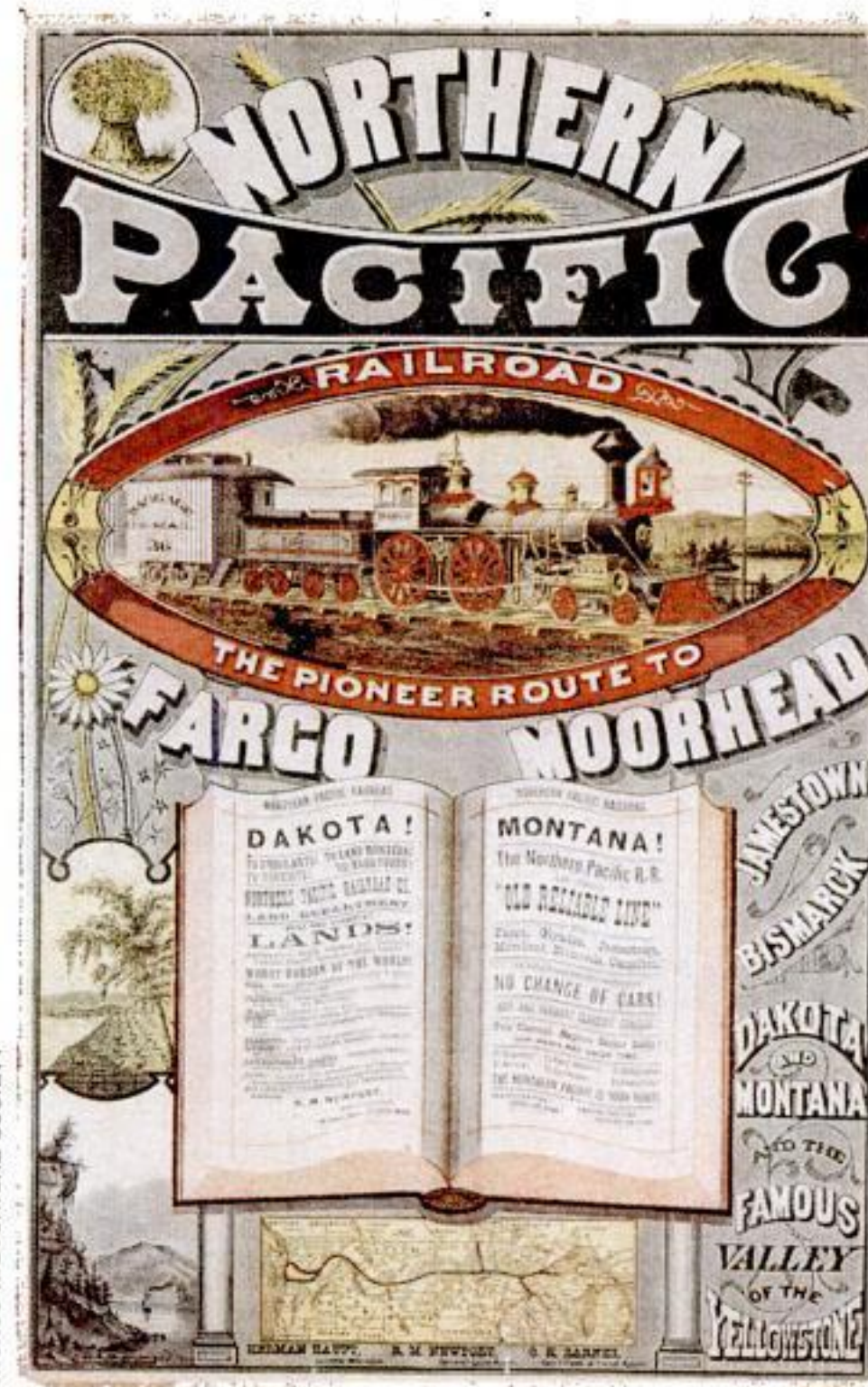
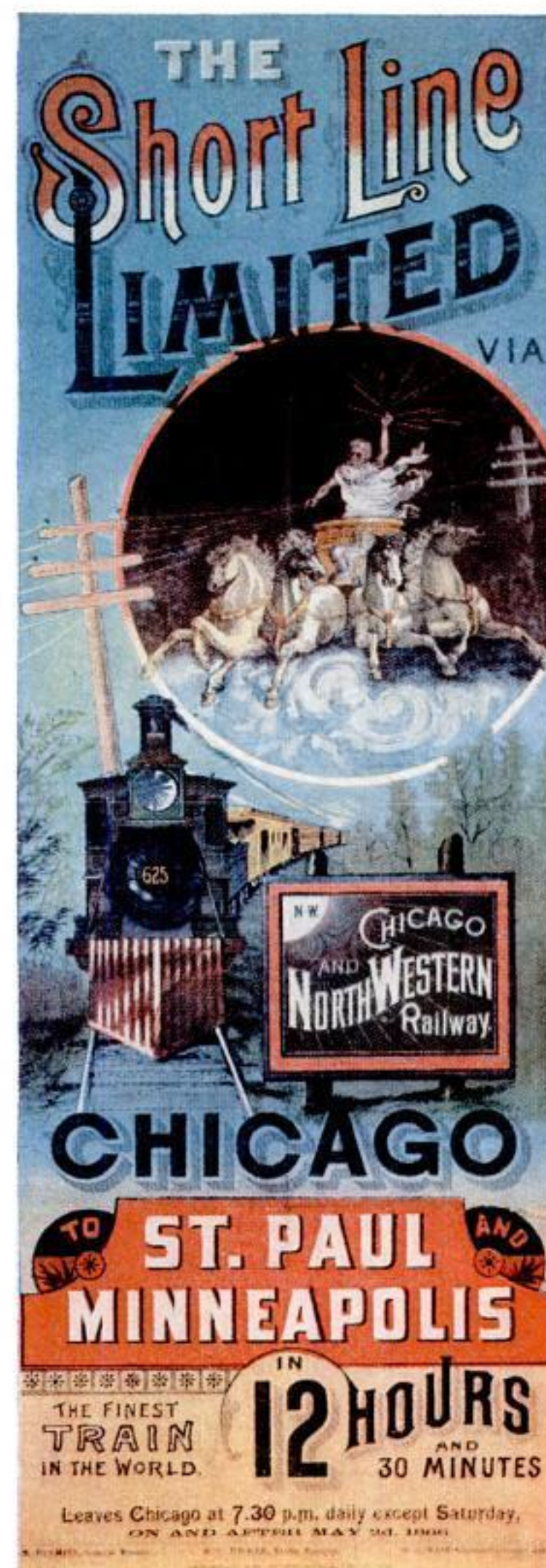
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CHICAGO HISTORICAL SOCIETY

POSTERS beckoned tourists, miners, farmers to travel the new rails west. Union Pacific announced regular service to San Francisco the day of the ceremony at Promontory. Minneapolis run now takes half the time shown on poster (top). Northern Pacific ad of 1885 stressed cheap land. The line advertised in Europe.

CONTINUED



ST. LOUIS IN 1874 was a vigorous city of 311,000, its Mississippi river front crowded with steamboats. Primarily a transportation center, the city was becoming industrialized, as smokestacks at left indicate. The riverboats had

begun to lose volume to the railroads, which cross the river on the lower deck of the Eads Bridge (*right*), completed in 1874 and still in use. At center is the white-domed St. Louis courthouse, where Dred Scott sued for his freedom.



FAIRGROUNDS of the 1904 St. Louis Exposition stretch from steps of Festival Hall in John Key's painting. At right is the Palace of Education, at left the Palace of Electricity. At the far end of Grand Basin rises the Exposition monument.

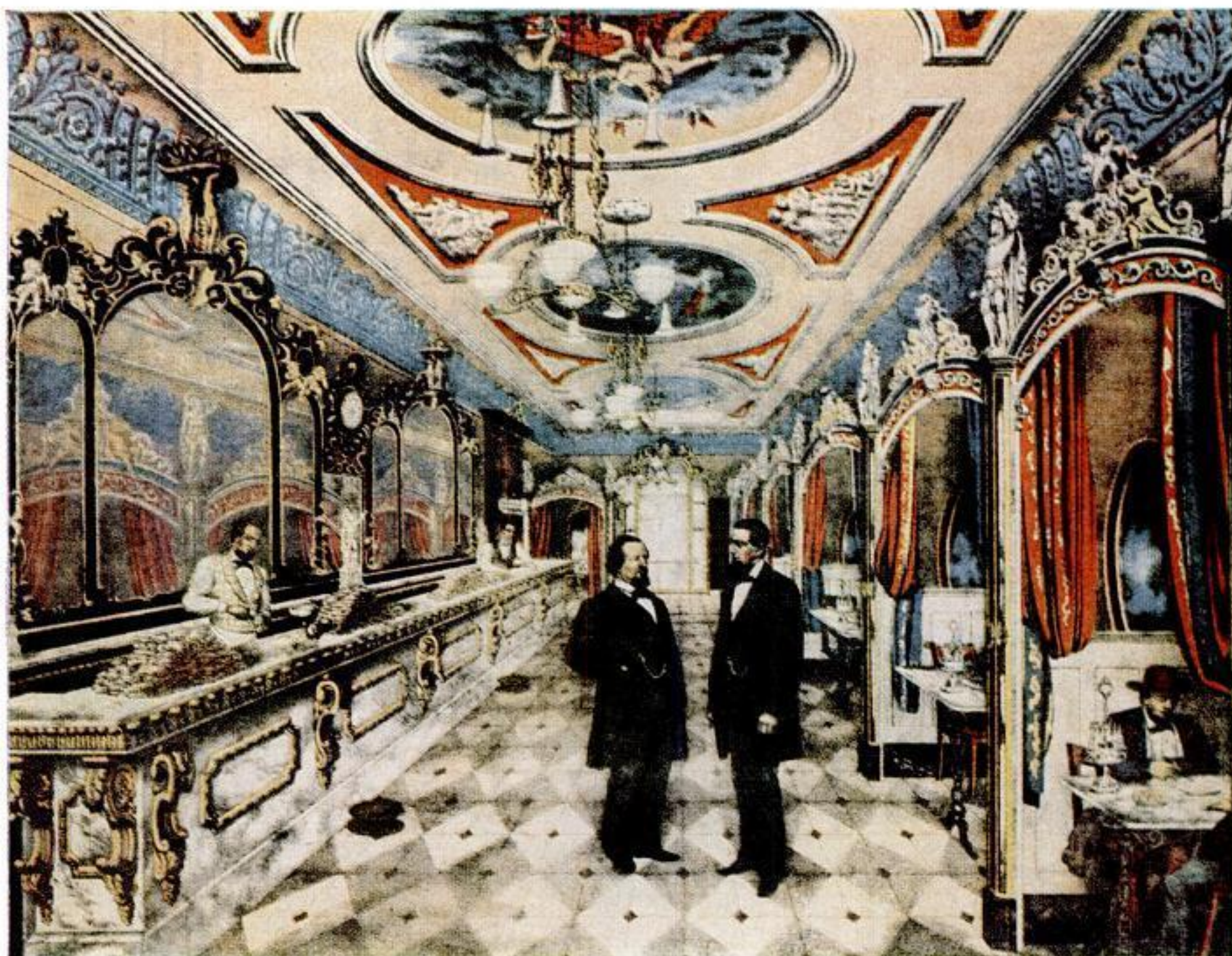
PHILIPPINE EXHIBIT cost \$1 million and covered 40 acres. A bridge led to a reproduction of a 16th Century walled Spanish town. Native boats carried Philippine products. In the sky rise balloons and an airship that were Fair attractions.

THE WEST CONTINUED

At Gateway Great Show

"Meet me in St. Louis," the nation sang in 1904; "Meet me at the Fair." From throughout the world, over 20 million people came, met and viewed with awe the city's Louisiana Purchase Exposition. From the rude village of St. Louis in 1804 the march west began. A century later it was a bustling metropolis of 600,000 and still the gateway to the West; the Fair was an ebullient show of achievement, and the nations of the world paid tribute.

England sent Queen Victoria's Diamond Jubilee gifts for exhibition. France built a replica of the Grand Trianon at Versailles, the Philippines an entire walled city, Siam a temple. The U.S. had a stirring display of modern wonders: the wireless telegraph, the telephone, the auto, a working steel smelter. Six years in the making, the Fair cost \$31 million—just about twice the price of the whole Louisiana Purchase.



ORNATE EATERY, the J. Y. Hart oyster saloon, with its gold-trimmed marble bar, its curtained booths and its statuary, reflects the solid

prosperity of St. Louis at the time of the Fair. Classical figures adorn the ceiling. And this was only a branch of Mr. Hart's main establishment.



CONTINUED

THE WEST CONTINUED

A Last Scene in a Vanishing West . . .



TAFT MUSEUM, CINCINNATI

STRANGE SOUND OF CHANGE, the whine of telegraph lines crossing lands that once were his, fascinates an Indian as he returns from a hunt in the prairie winter. Henry Farny painted the scene in 1904 when the Indians—a

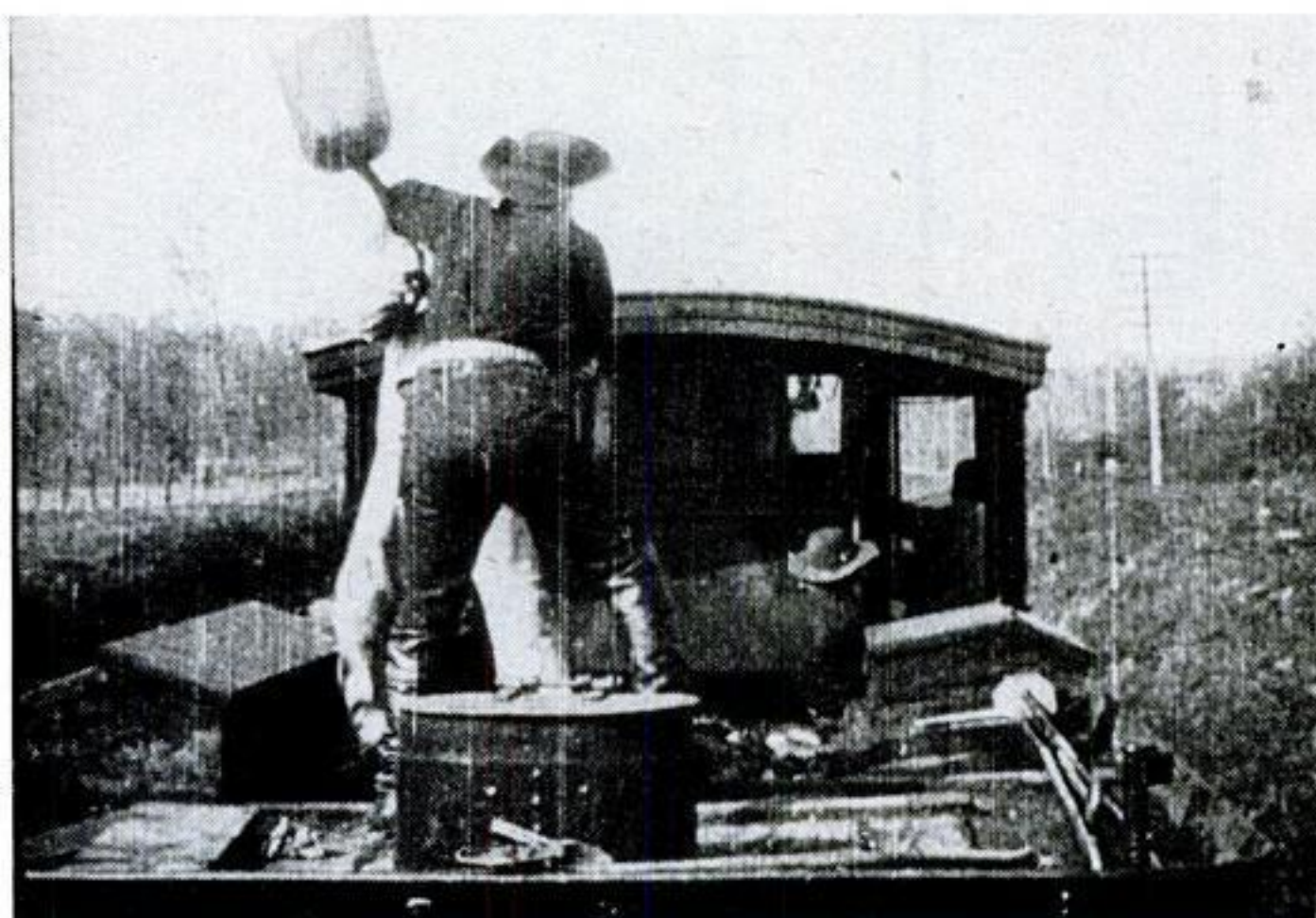
million strong in Columbus' time—numbered only 250,000. Bloodily subdued, living on reservations, their nomadic ways destroyed by rails and fences, the Indians were at a low point from which they now, slowly, would begin to rise.

... First Scenes in Movies' Westerns

Meanwhile, back in the wilds of Paterson, N.J., a pioneer cameraman with the Edison Company was toying with a bold idea—and even before the old wild West had died its new mythology was being born. In penny arcades people were beginning to pay to watch brief but moving pictures of prizefights, public events and vaudeville turns. No one had yet made a film with a real plot. In 1903 Edwin S. Porter borrowed the title of a stage hit, *The Great Train Robbery*, and wrote his own 14-minute scenario. He rented a train from the Delaware, Lackawanna & Western, recruited some unemployed actors in New York and cranked his camera.

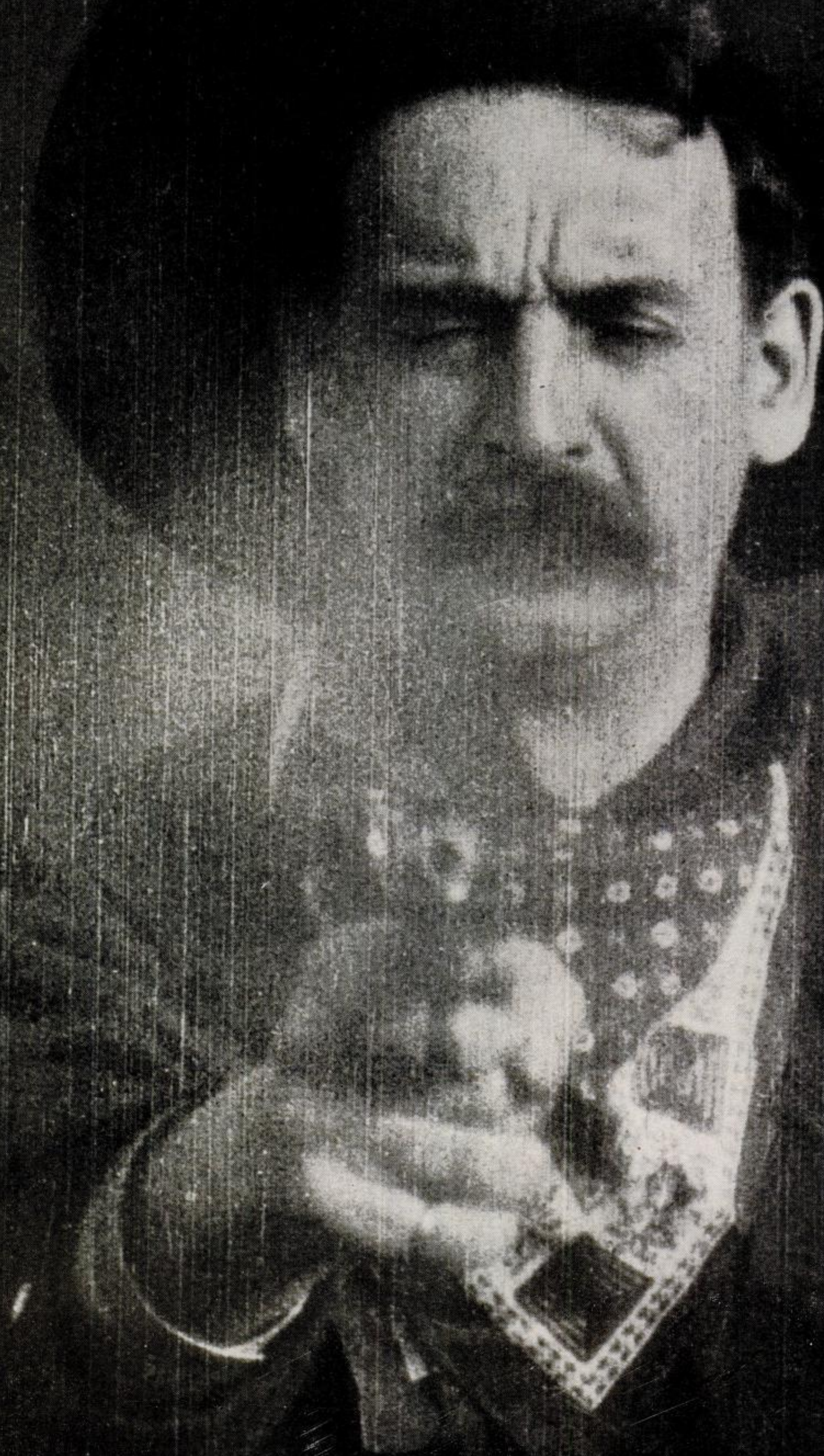
The sylvan shades of Essex County park rang with shots and hoofbeats as the movie galloped through a plot that would become classic. Bad men did their dirty work and briefly enjoyed the fruits of their evil-doing in a saloon. Then came the law, the chase and the inevitable triumph of virtue—despite a villain bad to the last shot (*next page*).

Edwin Porter's robbed train became a thundering success and rattled into the nation's history: the first American movie with a true plot and, even more, the first of the westerns, a uniquely American art form which more than a half century later is nowhere near the end of the trail.



CLASSIC PLOT, so simple that it needed no titles, begins as the villains slug the station agent, climb over the tender and hold up the engineer. They force him to uncouple the passenger car (*center, left*) and, after they rob the riders,

hie off through the woods. Pausing at a saloon, they enjoy a dance with the ladies of the establishment. As they divide the loot in the woods, a posse finds them and they are forced to ride off in a blaze of gunfire (*turn the page*).



THE TRAPPED VILLAIN of *The Great Train Robbery*, the first movie bad man, fires point-blank at the camera in the final scene of the film. Caught by the posse, he fired to give the film a bang-up finish. He was George Barnes,

who faded from view after this role. One exhibitor, showing *Robbery* in a vacant store, was soon clearing \$1,000 a week. Other producers got into the act with gems like *A Lynching at Cripple Creek*, and the epics were under way.

CONTINUED

Surprise your taste with these 6 bone-chilling drink ideas from Canada Dry



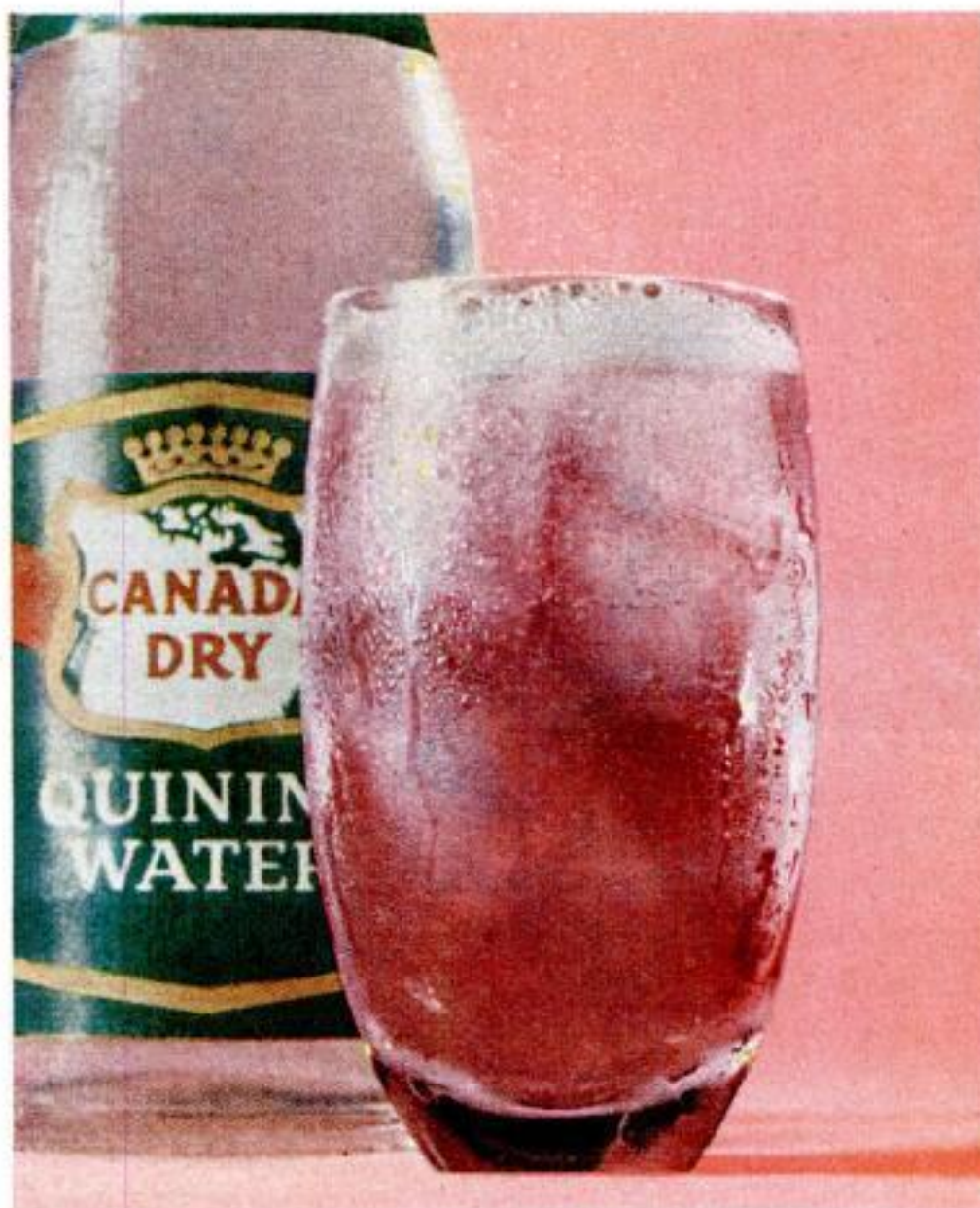
GINGER ALE HIGHBALL: Over ice, pour your favorite liquor (1½-2 oz.), brighten flavor with *Canada Dry Ginger Ale*. It's light, dry—not sugary sweet! Sparkling bubbles improve taste, curb aftereffects.



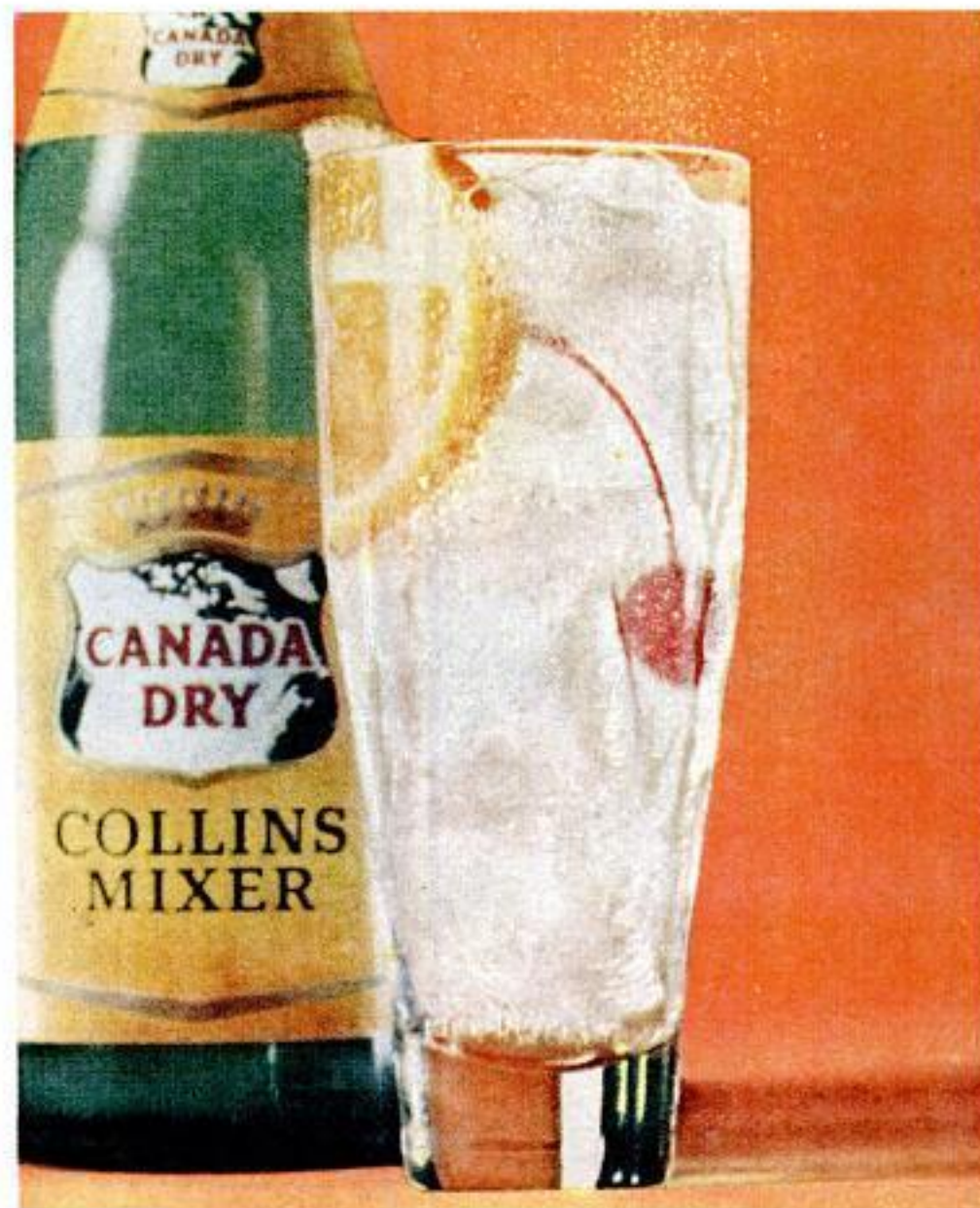
GIN & TONIC: 4 ice cubes, 2 oz. Gin, top with lively *Canada Dry Quinine Water*. This tonic has a unique Glacier-Blue color that makes drinks look bone-chilling...refreshing! Longer-lasting bubbles aid digestion.



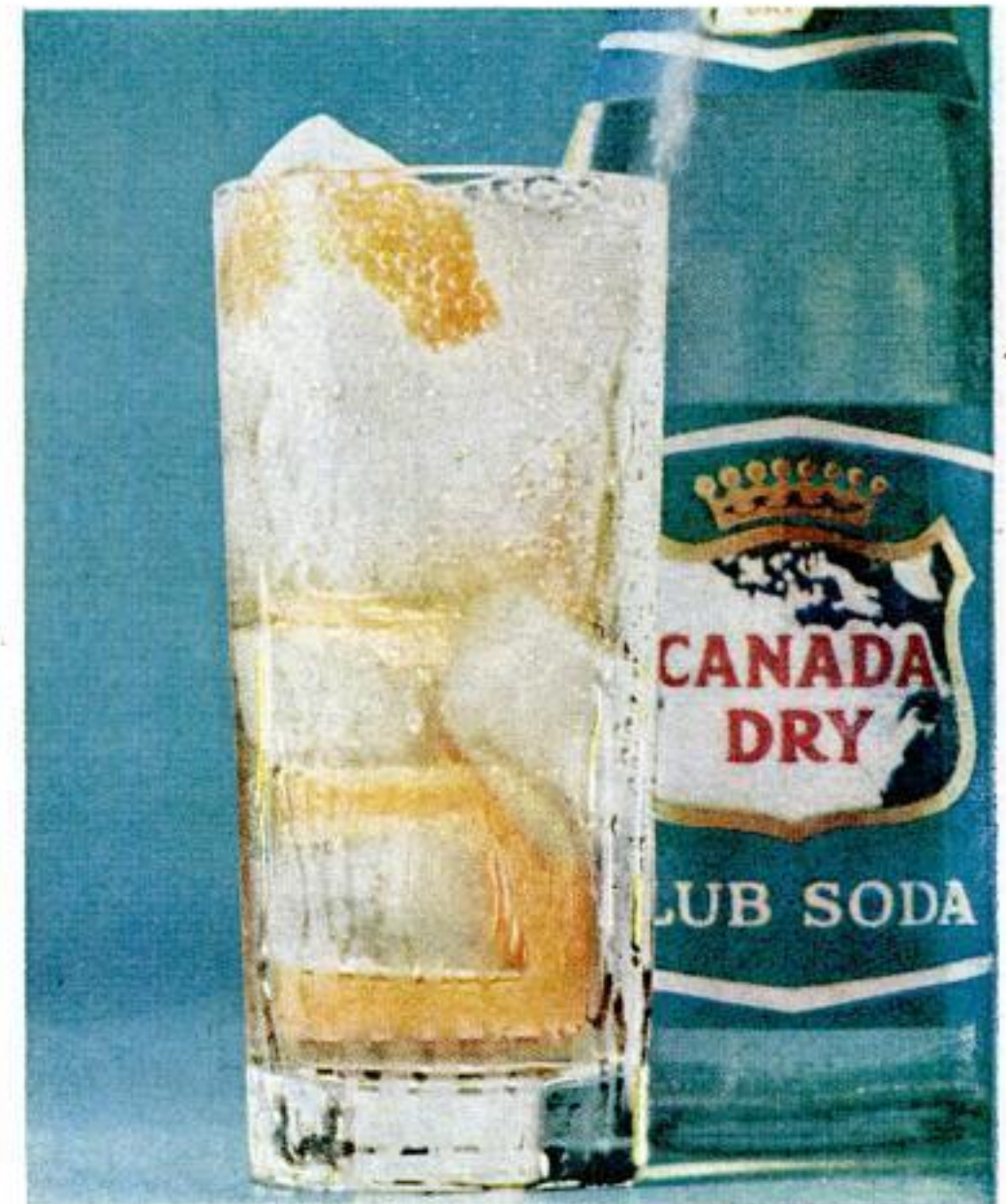
VODKA & TONIC: ½ glass crushed ice, 2 oz. Vodka, augment with *Canada Dry Quinine Water*. Tonic has a captivating dry, bitter-sweet flavor that enhances liquor's taste. Sparkling bubbles make a better tasting drink.



WINE & TONIC: Place 4 ice cubes in a tall glass, add 3 oz. (Red or White) wine, polish the flavor with delectable *Canada Dry Quinine Water*. Livelier bubbles speed liquid through system 80% faster than plain water.



GIN COLLINS: Place 4 ice cubes in a tall glass. Add 2 oz. Gin, fill with *Canada Dry Collins Mix*. This mixer has everything in it that makes tall drinks better for you...natural fruit flavor, bubbles that aid digestion.



SCOTCH & SODA: 2 oz. Scotch over cracked ice, fill with sparkling *Canada Dry Club Soda* with Exclusive "Pin-Point Carbonation" that aids digestion. Makes a very cool, light, warm-weather drink. Delectable!

3 More New Coolers with Canada Dry Mixers



Canada Dry Hi-Spot & Vodka Southland Special: Pour 1½ oz. Vodka over ice cubes in tall glass. Fill with the delectable irresistible lemony flavor of *Canada Dry Hi-Spot*.



Canada Dry Collins Mix and Rum. Calypso Cooler: 4 ice cubes, pour 2 oz. Rum over natural True-Fruit flavor of *Canada Dry Collins Mix*. Makes smooth drinks that are easy to take.



Canada Dry Grapefruit & Gin Tropical Twister: Into a 10-oz. glass shoot 3 dashes bitters, add 1½ oz. gin, 3 crystal clear ice cubes, fill with tangy, bracing *Canada Dry Grapefruit*.



Canada Dry makes 7 other world-famous mixers!

Remington's first again...with the
only electric shaver that

ADJUSTS

**TO ANY
BEARD**

**OR
SKIN**



MOVE CONTROL PANEL:

LEFT TO LOWER Roller Combs
as your beard gets tougher,
or grows longer.

RIGHT TO RAISE Roller Combs
when your skin feels more
tender.

UNLIMITED SETTINGS
in between for every man's
personal shaving needs.

**BETWEEN THESE SETTINGS
LIE THE SOLUTIONS TO
EVERY SHAVING PROBLEM
IN THE WORLD!**

Roll-A-Matic shaving antiquates all others! Here's a shaver *every* man can tailor to his particular skin and beard for the first *truly* perfect shave! In the new Remington Roll-A-Matic Electric Shaver, exclusive Roller Combs now *rise* when skin needs more comfort, *lower* for heavier growth, week-long beards, sideburns or mustache. Unlimited settings in between—one is precisely right for *your* beard or skin! **Only Remington's** exclusive Roller Combs roll skin down, comb whiskers up. That's why only man-sized Remington, with 6 diamond-honed cutters, can comfortably shave your Hidden Beard—whisker bases below ordinary shaving level. Shaves last hours longer!

Now, these Roller Combs adjust, making Roll-A-Matic shaving your first truly problem-free shaving, whatever your beard or skin condition! So get the new Remington Roll-A-Matic Shaver today! All Remington dealers, including drug, jewelry, department and appliance stores.

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REMINGTON® ROLL-A-MATIC
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ZOE TILGHMAN SITS UNDER HUSBAND'S FILM POSTER AND PICTURE WITH GUN THAT KILLED 7,500 BUFFALO

'My husband helped tame the West'

LAWMAN'S WIFE IS LIVING LINK WITH PAST

The author of this article was the second wife of William Matthew Tilghman, pioneer lawman whose career spanned the era in which the West was tamed. She has also written stories and a full-length biography of her husband, Marshal of the Last Frontier.

by ZOE A. TILGHMAN

MY husband, Bill Tilghman, was one of the West's great peace officers. He hunted down famous outlaws and killed men when he had to. But Bill was more than an expert gunman who fought on the side of the law. He and the other men who held dangerous jobs as sheriffs and deputy marshals did the work of civilization along the whole frontier.

Bill got his early training at Dodge City, beside his famous friend, Sheriff "Bat" Masterson. Bill came to Oklahoma in the first "run" (p. 96) and served there during 35 years as a U.S. deputy marshal, sheriff, chief of police and special aide to governors. In the end, when a new kind of frontier opened up during the brawling oil boom of the

1920s, Bill gave his life as he had lived it—in the cause of decency and order.

I think TV western shows give a false picture of pioneer lawmen like Bill. He hated to kill and never boasted about it. But he knew some men had to be killed before the West could be a safe place for homes and families to exist in.

I learned of the following incident, not from Bill himself, but from a friend who was with him in Perry, Okla. during the 1893 opening of the Cherokee Strip. One night Bill went walking through "Hell's Half Acre," a tent city of 70 saloons that sprang up a few days after the town was laid out. Out of a kerosene-lighted tent called "The Buckhorn" stepped "Crescent Sam," an ugly cowboy with a curving scar on his forehead. Bill knew this man as a killer, and had warned him to get out of town. But now Sam was thoroughly drunk and shooting off his gun at the moon. He threw back his head in the ancient cowboy song—"I'm a she-wolf from Bitter Creek, and it's my night to howl-l-l!"

Just then he saw Bill and his left hand darted

CONTINUED



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New
NEOLITE
Flex Soles



Finger-tip
Flexibility!

NOW! Men's shoes with the
flexibility of a slipper and
the durability of NEOLITE!

Shoes with the sensational new NEOLITE Flex Soles bring you a new kind of easy-walking comfort. In addition to their amazing flexibility, NEOLITE Flex Soles are wonderfully light . . . they give you the traditional long wear of NEOLITE . . . and they're damp-proof, too! Buying new shoes? Make sure they have the genuine NEOLITE Flex Soles—and you'll make sure of your walking comfort!



Look for the name—
NEOLITE FLEX—
as shown here

Watch GOODYEAR THEATER on TV
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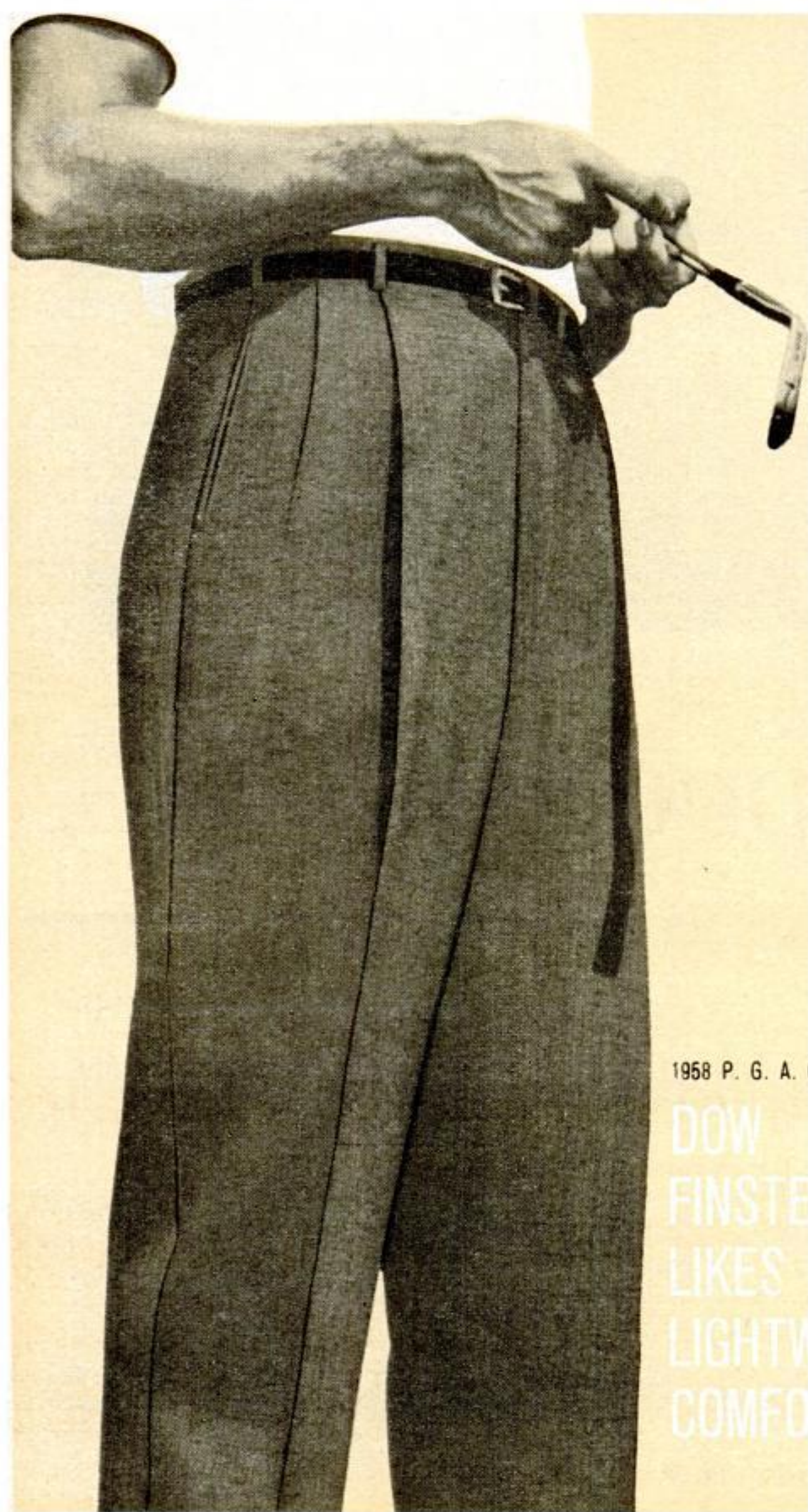
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Completely machine-washable . . . machine or drip-dryable! Need little, if any, pressing! The lightest, coolest, best-fitting slacks you can wear! Get Haggar Automatic Wash and Wear Slacks at better stores everywhere.

Illustrated: Haggar "Colorado Cool" Slacks. 55% Dacron - 45% Rayon, \$8.95. Other Haggar Slacks \$6.95-\$20.00.

HAGGAR
Slacks

MORE MEN WEAR HAGGAR SLACKS THAN ANY OTHER BRAND • HAGGAR COMPANY • DALLAS



BUFFALO HUNTER at 19, Bill Tilghman posed for Kansas photographer with race horse Chief, captured from an Indian. The original photo was lost and this is a retouched version, with painted buffalo in background.

THE WEST CONTINUED

toward his other six-shooter, while the gun in his right hand flashed down into line. Two shots came very close together. Then Bill calmly blew smoke from his gun barrel, while Sam crumpled to earth.

"Poor devil," Bill said. "Help me drag him into the tent."

Bill's reputation as a quick shooter was usually enough to prevent anyone from trying to draw on him. President Theodore Roosevelt asked Bill once to explain why, in his scores of gunfights with some of the deadliest shots in the world, he had never been badly hit.



BILL TILGHMAN AT 28

"I always managed to beat the other fellow to it by a 16th of a second," Bill told him drily.

Bill measured his success, not by the men he killed, but by the number he brought in alive. He helped break up the most notorious gang in Oklahoma history, and captured the two principal members single-handed. He drew the toughest assignments, as is shown by a letter to me from Chief Deputy Hale soon after Bill was killed.

"It was always understood that when an exceptionally dangerous piece of work was to be done, such work was invariably assigned to Tilghman," Mr. Hale wrote.

Bill had a superb training for this kind of work. He grew up on the plains, and a gun was rarely far from his hand after he was 8 years old. At that time, in 1862, his father enlisted for Civil War service in the Union Army. Bill had to do the work on the farm near Atchison, Kan. and furnish a family of five with food, which mostly meant rabbits and prairie chickens. He never forgot the raw winter day when, with a heavy musket, he killed four magnificent wild geese, each weighing 10 pounds or more.

Bill also had a pair of cap-and-ball pistols, and practiced shooting them from the hip with both hands, in imitation of "Wild Bill" Hickok, whom he saw one day on the road near his home. When he was 12 Bill could shoot the head off a chicken or snake, or hit the spot on a card, from 30 to 50 feet.

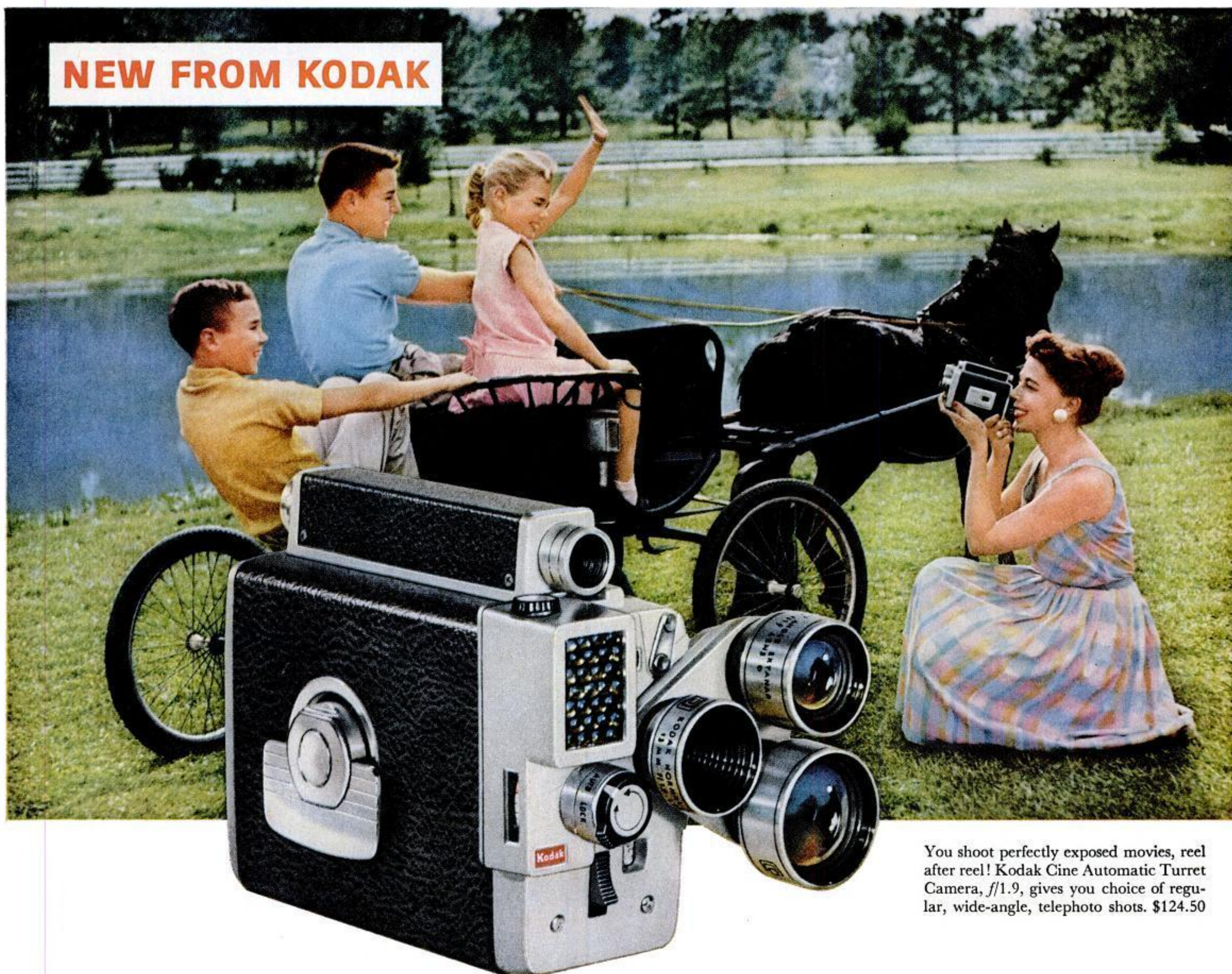


ZOE TILGHMAN AT 23

In 1870 Bill and three young cousins made a long hunting trip on their own, deep into the forbidden Indian country of Oklahoma. They filled two wagons with buffalo meat and sold it on their way home. The next year, when he was 17, Bill became a full-fledged buffalo hunter, selling the meat at first, but later taking only the hides. I

CONTINUED

NEW FROM KODAK



You shoot perfectly exposed movies, reel after reel! Kodak Cine Automatic Turret Camera, $f/1.9$, gives you choice of regular, wide-angle, telephoto shots. \$124.50

NEW! Automatic Kodak Cine 8mm cameras and projector ...so automatic they almost take and show your movies for you!

Even if you're a complete newcomer to movies... even if you've never held *any* camera in your hand before... you'll take beautiful movies *the very first time* with the remarkable new Kodak Cine Automatic Cameras.

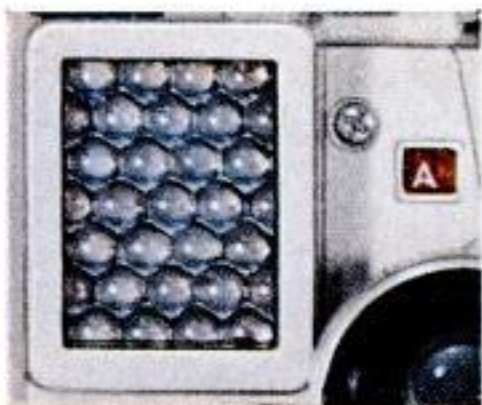
And you'll *show* your movies with an ease never before possible. The

new automatic Kodak Cine Showtime Projector is so automatic it threads itself *all the way*—even onto the take-up reel! It's the *only* projector that does this! So remember the name Kodak Cine. It means the very finest in automatic home movies.

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Kodak Cine Automatic Camera, $f/1.9$, single-lens model with electric-eye control, costs only \$92.50.



Electric-eye meter measures the light *for* you... adjusts the lens opening automatically.



Special lock-in feature lets you control the lens opening for unusual, dramatic lighting effects.



Only the new automatic Kodak Cine Showtime Projector threads itself *right onto the take-up reel!* And it's the brightest 8mm projector on the market! \$137.50

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YOU GET THE SOLID QUALITY OF BODY BY FISHER.

Pontiac greets you with pleasing lines, comforts you on wide-track wheels

At probably no other single moment is a man as proud of the car he loves as when he's met in it by the woman he loves.

A man who takes pride in his car and loves his spouse should take notice of the 1959 Pontiac. Here is a car to enrich your life, flatter your wife.

Pontiac's lines are downright refreshing. Front, back, sides, top. They're in harmony with one another, coordinated, clean, without clash or clutter. The delightfully unique grille bears not the slightest resemblance to any other on the road.

On the move you're cradled in the road-hugging

comfort of Wide-Track Wheels. Pontiac's wheels are five inches farther apart. Stability is increased, lean and sway appreciably reduced.

Men, if you'd like to turn up the flame of romance at your house, borrow a bright new Pontiac from one of our dealers tomorrow.

Take it home, see how she looks *at* it and *in* it. See how she loves the solid security of Wide-Track Wheels. See how she loves you for being so intelligently thoughtful. Of course she'll want to go back to the dealer's with you to help choose colors and fabrics. Give her this privilege. It's well worth it.



THE ONLY CAR WITH WIDE-TRACK WHEELS

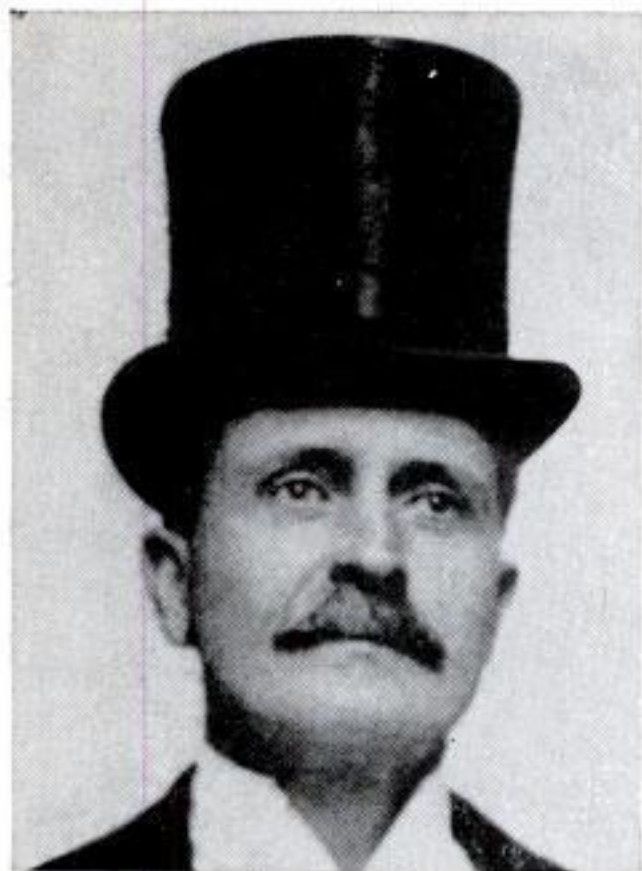
Dotted lines show conventional wheel positions. Pontiac's wheels are five inches farther apart. This widens the stance, not the car. Pontiac hugs tighter on curves and corners. Sway and lean are considerably reduced, ride is smoother, balanced, steadier.

PONTIAC MOTOR DIVISION • GENERAL MOTORS CORPORATION

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America's Number ① Road Car!

3 Totally New Series • Catalina • Star Chief • Bonneville



TOP HAT was worn by Tilghman to President Taft's 1909 inaugural ball in Washington, where Bill was the personal guest of his admiring friend, outgoing Teddy Roosevelt.



CHIEF'S HAT came to Tilghman when he headed Oklahoma City police force, 1911-13, after long service as a deputy marshal and sheriff of Lincoln County, Okla.

THE WEST CONTINUED

still have his old Sharps rifle with which, by an actual notebook count, he killed 7,500 of his total of 11,000 buffalo. ("Buffalo Bill" Cody, so far as the records show, never claimed more than 4,280 buffalo.) With one shot from this gun, using a "rest stick" for steady aim, Bill once killed a big buffalo bull a mile away; he and some other men measured the distance with ropes.

Hide-hunting was profitable but risky; the Indians resented the slaughter and they killed many white hunters. Bill's notebooks are crammed with true stories of Indian fights and exciting escapes. Once he and a partner were surprised on foot by a pair of Indians on horseback. They couldn't fire their guns for fear of alarming an Indian camp nearby. So they obeyed orders and each of them mounted behind an Indian to ride toward the camp and—as they fully expected—a slow death by torture. While the horses were fording a deep stream Bill gave a signal: two heavy hunters' knives flashed and drove deep, and the Indians' bodies tumbled into the water.

In 1874, aged 20, Bill did his first job for the law. Sheriff Charlie Bassett of Ford County, Kan., which included Dodge City, commissioned him as a special deputy to go into the Indian country and recover some stolen oxen. After the buffalo hunting ended, Bill developed a ranch on Bluff Creek and worked part of the time as an assistant to the city marshal of Dodge City. He could use the wages for in 1877 he married Flora Kendall, the young widow of a good friend who was killed when his horse fell on him.

The passing of 'Arizona'

BAT MASTERSON was sheriff and Wyatt Earp was on the Dodge City force during part of this period, and sometimes all three were serving together. Other famous gunfighters drifted in and out of town: Luke Short, Doc Holliday, Ben Thompson. Wyatt Earp had been an assistant marshal in Wichita before coming to Dodge City, where one of his chores was to collect the taxes from the thriving red-light district. The Dodge City *Times* records that in 1877 Earp was fined \$1 for slapping a dance-hall girl named Frankie Bell.

Bat Masterson, a brave man and a good shot, had tastes like Earp's. After his service as assistant marshal and sheriff, Bat became a gambler. The 1880 census lists him as sharing a Dodge City dwelling with one Annie Ladue, 19, whose occupation is given as "concubine."

There is nothing like that in Bill Tilghman's record. He lived a clean personal life, and was devoted to his growing family. He was no plaster saint—he liked fast horses and fighting chickens, and bet on them all his life. But in all the hard-drinking towns he worked in he never touched a drop of whisky. "I've seen many a man get killed just because his hand was unsteady," he said.

Bill served four years as an under-sheriff and two more years as city marshal of Dodge. He was a scout for the Army during the Indian raid in Kansas by Cheyennes under their chief "Dull Knife" in which some 40 settlers were killed, and Bill's ranch house was burned to

CONTINUED



Look! Almost twice the golden Dromedary Pound Cake ...for just a few pennies more!

Here's the biggest dessert value you ever saw. Now Dromedary Pound Cake Mix gives you almost twice the cake you got before!

Think what that means. Just three minutes mixing—just one baking—and you've got the fixings for a *whole week's*

desserts. That's because Dromedary Pound Cake stays fresh and moist all week . . . longer than just about any other cake you can bake!

And remember, Dromedary Pound Cake gives you home-baked goodness that no "store-boughts" can match!

A whole week's desserts with one baking!



Monday

Use as a base for a mouth-watering Shortcake.



Tuesday

Cover with hot bittersweet chocolate sauce. Mmm!



Wednesday

Serve easy-to-fix, easy-to-eat Pound Cake à la mode.



Thursday

Fill with lemon pudding for Icebox Cake de luxe.



Friday

Top with marshmallow and coconut—brown to taste!



Saturday

Whip up a heavenly chiffon-filled Charlotte Russe.

Dromedary

Product of National Biscuit Company®



NEXT BEST THING TO GETTING HER DIPLOMA...



How she'll treasure this exciting new fashion accessory! A fine fountain pen...jewel-crafted in nineteen fashion motifs. So lady-like to fill with cartridges of *Skip* writing fluid. With fabric Purse Case and Pouch for *Skip* cartridges. *Lady Sheaffer* Pens from \$10.00. Sets with *Lady Sheaffer* Pencils from \$14.95. Gift-boxed for graduation, weddings, birthdays...for every gift occasion.



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THE WEST CONTINUED

the ground. An offer of high wages for railroad building took him for a year to New Mexico, where he found a profitable occupation in running a tent restaurant for construction workers. While there he raced a horse against the local favorite, and won. A man known as "Arizona," who had killed three white men and many Mexicans, lost money on the other horse and announced he could clean out Bill. The first time they met there were two quick shots, but Bill's was enough quicker. It was thought unnecessary to hold an inquest.

On April 22, 1889, fresh new lands were opened in Oklahoma and Bill was one of the first arrivals at Guthrie, where he bought town lots and leased extra land to raise horses and cattle. In 1891 he was on the second "run" into Indian reservations, and secured a fine farm site near Chandler. In 1893, when the Cherokee Outlet was opened, Bill was there, but this time he came as a representative of the U.S. government, in charge of a land office. Meanwhile, in 1891, he had begun his long service as a deputy U.S. marshal.

One day Bill was looking in at a gambling club in Guthrie when two cowboys came in. Bill knew one of them, Bill Doolin, a lanky, intelligent fellow, who had taught himself to read and write, and had managed much of the business on a nearby ranch. "Mr. Tilghman," said Doolin, "we're in kind of hard luck. Couldn't you set us up?"

"Why sure," Bill told him, and turned to the bartender—"Give them what they want." Two drinks were set out and Bill started to pay when Doolin said, "Wait. I was just fooling." He took a roll of bills from his pocket and paid with a flourish.

Bill didn't know it then, but the money Doolin was carrying came from a train holdup at Cimarron, Kan. Doolin had quit being a cowboy some time before, lured by easy money from holdups. He was with the Daltons on their first successful train robbery. Later, when two Dalton brothers were killed at Coffeyville, Kan., Doolin became leader of the gang. He was far more successful and dangerous than the Daltons: their criminal career lasted about 21 months, but Doolin kept going for five years, robbing banks and express offices and committing many murders. Three deputy marshals, a sheriff and a former state auditor of Missouri were among those killed by the Doolin gang.

In September 1893 Bill and two of his best friends, Deputy Marshals Heck Thomas and Chris Madsen, were assigned full time to get Doolin. In the next two years four of Doolin's men were killed, and two girls who joined the gang for adventure (*shown in the poster in photo on page 105*) were captured and sent to a reformatory. Doolin's chief lieutenant, "Little Bill" Raidler, was put out of action by Bill, who dropped him with a shotgun blast and then took him to jail after Raidler put a bullet through Bill's hat.

In January 1896 Bill got word that Doolin himself was at a hotel in Eureka Springs, Ark. For the only time in his life Bill took on a disguise—a Prince Albert coat borrowed from one of the marshals, and a black derby hat from another. With these on he walked into the lobby of the hotel where Doolin sat holding a newspaper, but



HUNTER OF OUTLAWS, Tilghman and other marshals killed Dick West (above), the last of Doolin's gang, in an 1897 gun battle. At left, Bill Tilghman plays a scene in his moving picture, *The Passing of the Oklahoma Outlaws* (see poster on page 105), which he produced in 1914, with other real-life pioneers playing leading roles.

carefully eying the door. Puzzled by his clothes, Doolin didn't quite recognize Bill. He hesitated just long enough for Bill to draw, and call, "Bill, put up your hands!"

Quick as a snake Doolin was on his feet, reaching for the gun in his shoulder holster. Bill grabbed at his wrist but clutched only the sleeve. Doolin's hand strained toward his gun; the sleeve ripped. "Bill, don't make me kill you," the marshal warned him. Their eyes met and Doolin's gaze faltered. His arms moved up in surrender.

Later he told a newspaper reporter, "If it had been anyone else I would have pulled my gun."

At Guthrie, when Bill brought Doolin in, there was an informal reception at the local hotel, and everybody shook hands with both Tilghman and Doolin. Doolin agreed to plead guilty and take a 50-year sentence. But when he was brought into court he surprised everyone by pleading "not guilty."

While taking him back to jail Bill asked him, "Why did you go back on your word? You're likely to hang if you go on trial." The outlaw spoke softly. "I'll tell you, Mr. Tilghman, 50 years is a long time; and I believe there's a chance to beat that federal jail."

Doolin did escape from jail before his trial, and hid out on the New Mexico ranch of his friend, Eugene Manlove Rhodes, the cowboy turned author who wrote many fine western stories. But when Doolin came back to Oklahoma to get his wife and child he was trapped by a posse under Heck Thomas and shot to death. Months later Bill and other marshals cornered the last of Doolin's followers, Dick West, and killed him when he tried to shoot it out.

Last job for the law

OF course not all of Bill's time was devoted to chasing outlaws. He raised fine thoroughbred horses on his ranch near Chandler, starting with stock he brought from Kentucky. My father, Mayo E. Stratton, was also a horse fancier and I grew up on horseback. I met Bill first in 1902 when he came to our farm to look at horses. I was 21 then and attending the University of Oklahoma at Norman. Bill was 48, a handsome widower with three children, one a little older than I was. Somehow much of his business seemed to bring him toward Norman. We were married in July 1903.

I soon realized that Bill was a leading citizen in Oklahoma, aside from his official duties. He helped organize the first state fair, was elected state senator, took an active part in Democratic politics, and was the friend and special aide of every Oklahoma governor during his lifetime. In 1912, after Woodrow Wilson was elected President, Bill was given a solemn promise that he would be appointed U.S. marshal, which was what he wanted most out of life. But the promise got lost in factional politics and Bill turned to making a movie, based largely on facts of his career. He exhibited this film, "The Passing of the Oklahoma Outlaws," in cities all over the country.

In 1924, after passing his 70th birthday, Bill accepted a job as marshal of the brand-new oil boom town of Cromwell, in the old Seminole country east of Oklahoma City. Cromwell was Dodge City

CONTINUED

NEXT BEST THING TO GETTING HIS DIPLOMA...

SHEAFFER'S SNORKEL®
FINE FOUNTAIN PENS... TRADITIONAL SYMBOL OF ACHIEVEMENT

How proud he'll be to own the world's finest fountain pen! And through all the years he'll appreciate the *Snorkel* pen's exclusive instant "no-dunk" filling, its precision dependability, and the respect the world accords its White Dot of Distinction! Choice of colors and writing point styles, from \$10. Sets with matching *Fineline* pencil from \$16. Great gift for Father's Day!



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This is it! The paper napkin most like linen!

So luxuriously thick—Scotkins® look and feel like finest linen! And they protect like linen, too!

For Scotkins are two layers strong! Even with pick-up foods, they won't shred or fall apart!

Just one lasts the meal. Scotkins, luncheon or dinner size in the polka-dot box!



ONE PAPER NAPKIN YOU DON'T NEED THREE OF!

THE WEST CONTINUED

all over again—but with a difference: national prohibition was in effect, and every drink served was a law violation. Still there were plenty of open saloons, dance halls and gambling dens in Cromwell.

Bill could be tolerant about such things. But when he found that an organized dope ring was operating in Cromwell he was determined to stop it. He roomed in a boardinghouse there and came home on weekends to our place in Oklahoma City. The last time I saw him alive, on Sunday, Oct. 26, 1924, he told me he knew the top man in the dope ring, and he expected to arrest him.

The next Saturday night I cooked a chicken and had it ready for the table when the telephone rang. I thought it was Bill, but it was a stranger's voice, saying, "Mr. Tilghman's been shot. Please call Governor Trapp and tell him." I called to our son to get out the car but just then the chief of police of Oklahoma City phoned and said, "Don't go, Mrs. Tilghman. He's gone."

It was easy enough, later on, to discover what had happened. Bill knew a delivery of dope was due in Cromwell that Friday. The man who was bringing it got a warning and ditched his cargo at the last moment. Then, according to the story I heard, he drove to another county seat, where he talked to the sheriff, who in turn got in touch with Wiley Lynn, a federal prohibition agent. Lynn had tangled with Bill before.

Lynn spent much of Saturday drinking confiscated liquor and driving around with one of the local madames. After dark he stopped at a Cromwell lunchroom where he knew Bill was likely to be. He got out of his car and fired a shot in the air, which brought Bill running out. "What do you mean?" Bill said, and seized Lynn's gun hand in a grip of steel. Someone took away Lynn's gun and Bill shifted his hold to lead him away. At this time Bill apparently recognized Lynn as a fellow officer and relaxed a bit. That was what Lynn was waiting for. He snatched a second gun and fired two quick shots.

Bill's automatic, which was in his hand when he fell, was never fired. In spite of this Lynn swore at his trial that Bill had tried to kill him. He was acquitted on grounds of self-defense, after two of the prosecution's main witnesses disappeared.

Judge Frank Matthews, who presided at the trial, later wrote in a letter: "I was convinced by the evidence that it was a cold-blooded assassination."



BILL TILGHMAN AT 70 in 1924 was marshal of oil-rich Cromwell, Okla. Three weeks after this photo was taken he was killed on a Cromwell street.



5 beautiful colors in search of a name! Name them and win cash. Details below!

69¢

NEW CRAZE IN TOOTHBRUSH COLORS

5 new **DR. WEST'S** bring bright new accents to the bathroom scene

The most famous toothbrushes in the world for brightening your smile now in fashion's newest colors to brighten your bathroom scene. New Dr. West's "Germ-Fighter" Toothbrushes come in brilliant new hues to match or complement your bathroom accessories. These toothbrushes are made to be seen as well as used.

But most importantly, Dr. West's "Germ-Fighters" are the finest possible tooth cleans-

ing instruments ever made—and the safest. Famous non-wilt bristles. Shaped right to clean right. And a special anti-bacterial process* makes these the toothbrushes that won't pass along germs.

American Dental Association survey reveals 2 out of 3 toothbrushes now in use need replacement. Take a good look at yours.

Dr. West's children's toothbrushes in fashion colors, too! Buy your child a Dr. West's.



Win in Dr. West's All Cash "Name the Color" Contest! What names would you give the 5 new Dr. West's toothbrush colors? See them at drug counters. Entry blanks at the Dr. West's display. Nothing to buy.

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AT LOW SPEEDS

Tests showed that, driving at 30 mph, Ford Pickup Sixes had an average gas-mileage advantage of 20.2% over all other makes



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Beat average mileage of the other leading pickup makes by 25.2% in Economy Showdown U.S.A. All tests made by independent research engineers...and certified!

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• Here at last is certified proof of the differences in gas mileage between six-cylinder pickups...evidence that you can use to save hundreds of gallons of gas each year!

It was compiled by America's foremost independent automotive research firm after testing 1959 six-cylinder half-ton pickups of the six leading makes. All trucks were bought from dealers—just as you would.

The tests paralleled every kind of driving

—high speeds and low, open highways and city traffic, even door-to-door delivery. And in every test, '59 Ford Sixes delivered more miles per gallon than any other make.

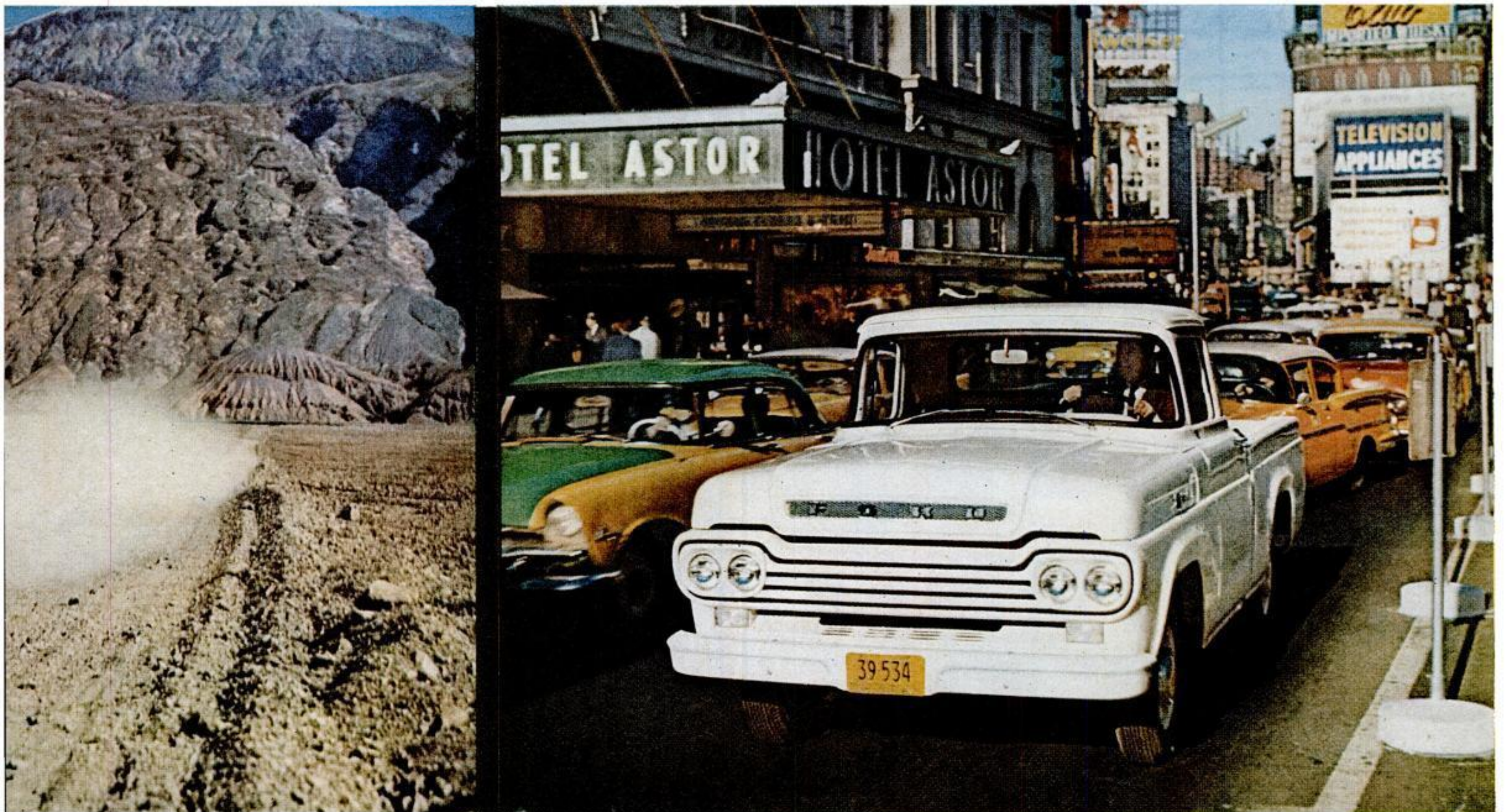
'59 Ford Pickup Sixes gave

42.6% better mileage than make "D"
31.1% better mileage than make "I"
25.2% better mileage than make "C"
22.0% better mileage than make "S"
9.6% better mileage than make "G"

Now during **DIVIDEND DAYS** at your
FORD DEALERS—Go FORD-WARD for savings

FORD

PROOF of fuel economy



Ford held its economy edge at higher speeds, too. At 45 mph, for instance, Ford's average advantage was 20.0%

GREATER ECONOMY IN CITY TRAFFIC

In city driving—which probably comes closest to matching average driving conditions—Ford's gas-mileage edge was a whopping 42%

25.2% over other makes

Taken together, Ford got 25.2% more miles per gallon than the average of all other leading pickups!

The complete results of the entire Economy Showdown have been gathered in a special free booklet, "New Facts About Gas Economy." In it you will see, for example, that all trucks gain their best mileage at 30 mph . . . get about 40% less mileage at 60 mph, and pay a greater premium in stop-go work. You'll see the standing of each make in every test. You'll learn the best time to trade your old truck for maximum fuel saving. And you'll see just how much a new Ford saves in gas—an average rate of 129 gallons a year (10,000 miles)

over the other pickup makes!

What's the secret of Ford's economy? It's quite simple, really. First, of all pickup sixes, only the Ford Six has a modern Short Stroke engine. This more efficient design reduces engine friction and thus requires less fuel. Second, to this modern engine, Ford has added a new economy carburetor . . . by metering fuel more precisely in both high and low speed ranges, it boosts gas mileage in every type of driving! And you get this Ford Six *standard* . . . no extra cost.

If you'd like to pocket the *Certified* savings of a real worker—a truck that will save from the day you drive it home—see your Ford Dealer!

TRUCKS COST LESS

less to own . . . less to run . . . last longer, too!

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12-page booklet . . . gives all figures and facts from Economy Showdown U. S. A.

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Big Buzz over Bowlers

HATS STIR BRITAIN, U.S.

The hard hat, called the bowler in England and the derby in America, last week was making a bit of hard news in both countries. At London airport the young Duke of Kent and two fellow officers were caught leaving for Germany with bowlers on their heads and fedoras in their hands. At home, they would feel conspicuous without bowlers; abroad they would feel conspicuous with them. London's *Daily Herald*, official paper of the Labor party and always eager to attack the upper classes, scornfully commented, "This tomfoolery becomes . . . a symbol of decadence. The cure must be short and quick. The bowler hat must be abolished."

But U.S. men felt otherwise, and here the bowler was having a remarkable revival. For 20 years U.S. bowler production has been a steady 800 a year. This spring it shot up to 3,000 a week. In Toledo (*below*), which claims to have more derby wearers than any other U.S. city, 158 of them formed a club. The derby's American future seems assured, for it is the hat to wear with the Continental suit (*p. 118*), an innovation which threatens to outsell the conservative Ivy look by fall.



EMBATTLED BOWLERS are worn by Duke of Kent (*center*) and two officers of

Guards regiments as they leave London airport. The fedoras they carry raised a fuss.



DERBIE TOLEDOANS, members of the Downtown Bowler Club, line up at the bar of their club haunt, American Legion Post 512. The club meets once a

week for social activities, and the only club rule is to wear a derby. The older members like them for their nostalgia, younger ones because they look different.

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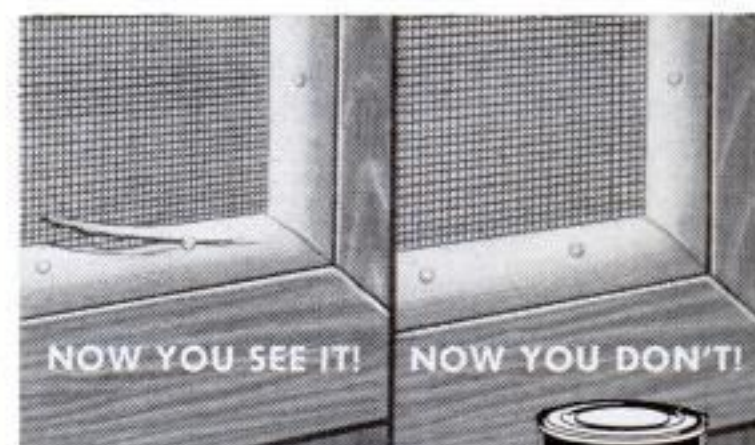
BOWLERS CONTINUED

NEW STYLE NEEDS DERBY



CONTINENTAL SUIT is shown above in its original form on which popular modifications are based. The overall look is more fitted, dressier and more dapper than standard American suits. The Continental's innovations are narrow peaked lapels, rounded short two-button jacket, fitted waistline, slanted pockets, cuffs on sleeves but none on trousers. Men's clothiers recommend that derbies, widespread collars and formal ties be worn with the Continental.

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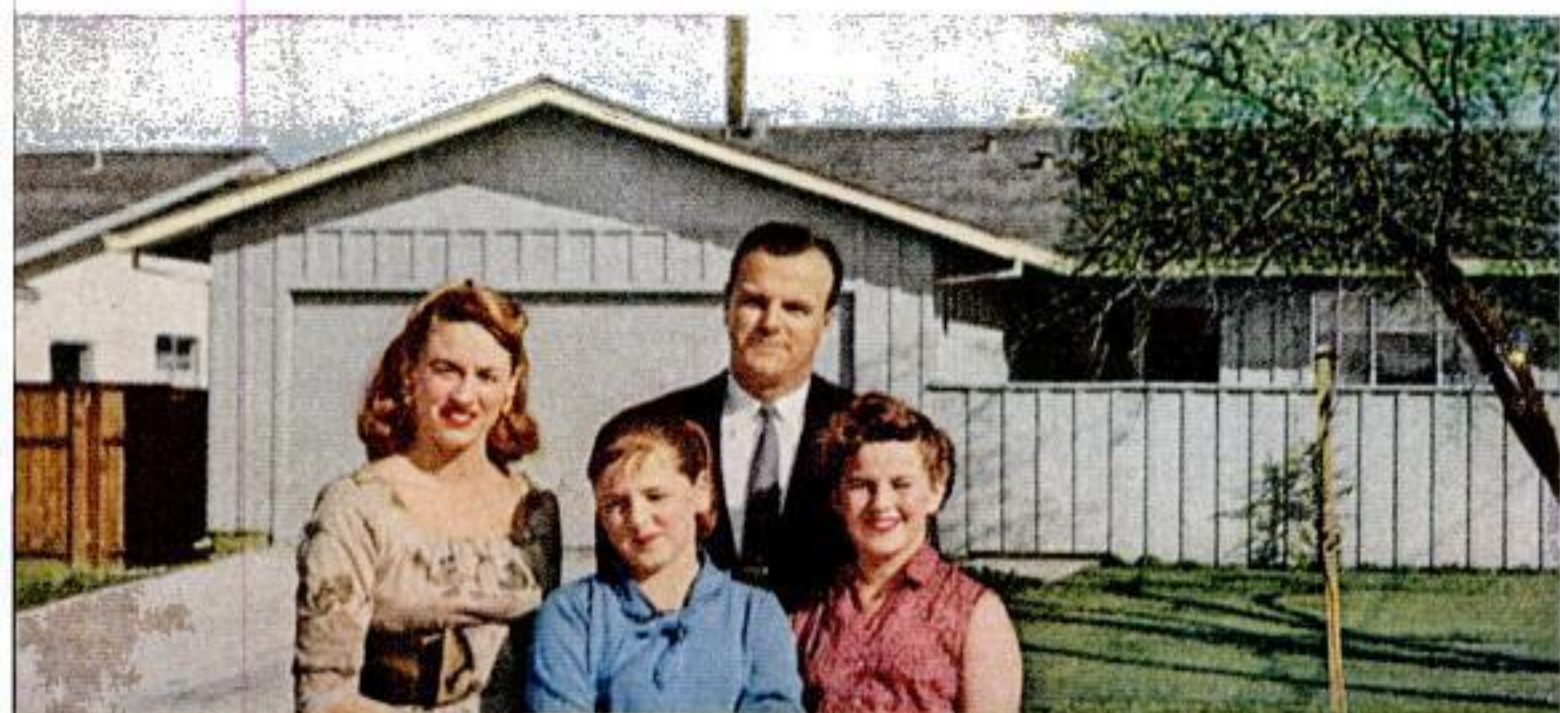
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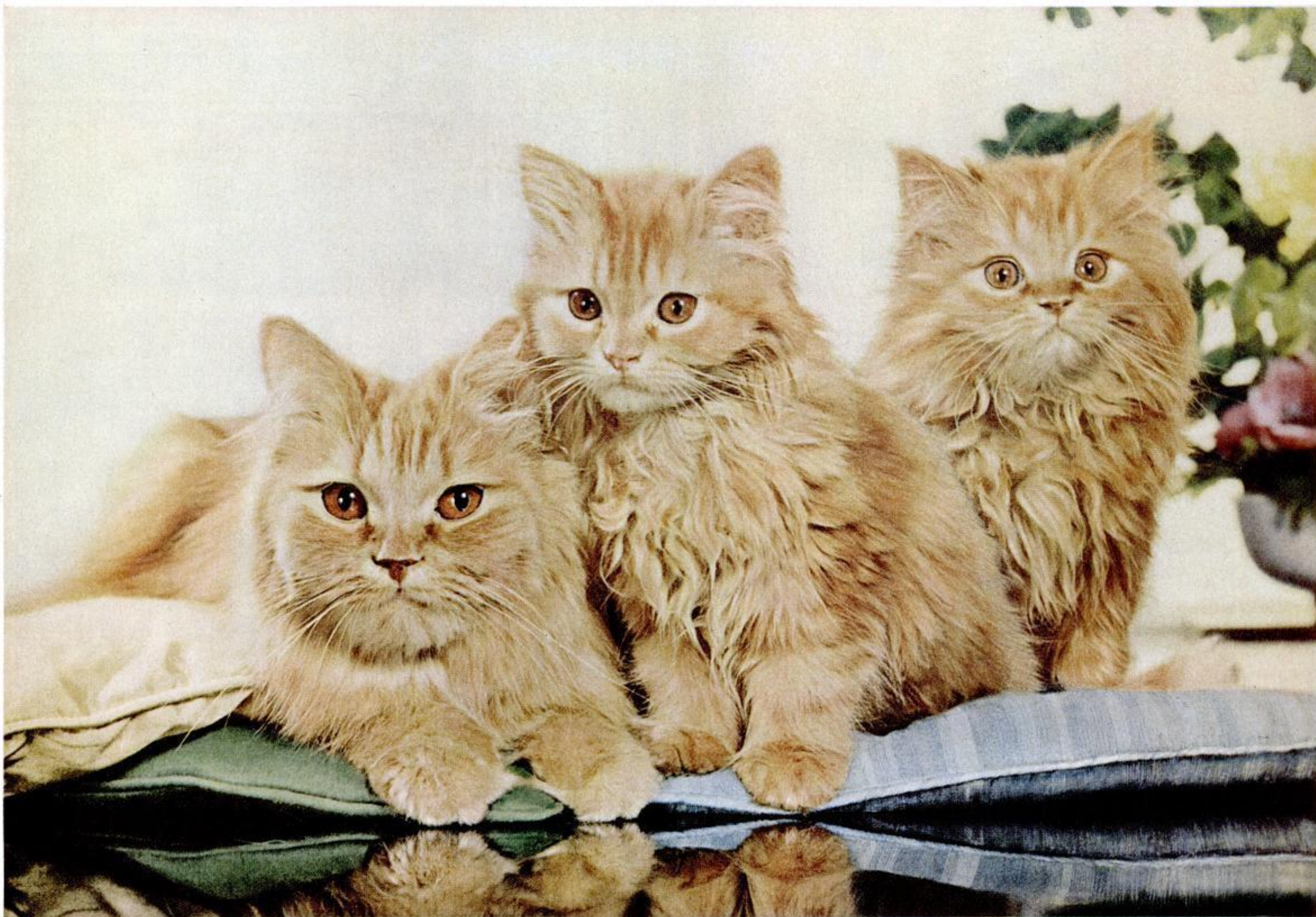
*Pictured across the top of this advertisement are four of the happy families who enjoy their Comfort-Conditioned Homes in the Sara Dell community, San Jose, California. L to R: The O. L. Telstads, The R. A. Gills, The R. Howards, and The J. P. Joneses. Watch for other families and places in this series.

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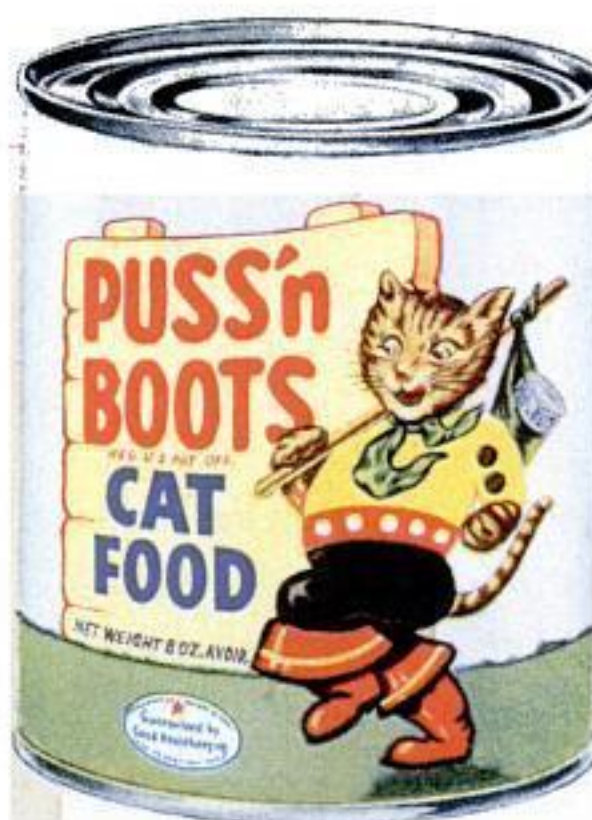
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THE IMAGE OF HIS FAMOUS FATHER, TEDDY OVERACTS HIS TERROR IN GONDOLA RIDE AT PACIFIC OCEAN PARK

A Mugger—But So's His Old Man

If the role had come up years ago any casting director in Hollywood would have known that Mickey Rooney was the only actor for it. The part called for a freckle-faced, shaggy-haired tot who would look bright and act an outrageous gamut of expressions when he was turned loose in an amusement park. But now Mickey Rooney is 30 years too old for the part and the producers of a special spring-time television show turned to the best facsimile

they could find—Mickey's freckle-faced 9-year-old son Teddy, whose mother is Martha Vickers.

Mugging as flagrantly as his father did, Teddy romped through a film for *America Pauses for the Merry Month of May* (CBS-TV, May 18, 8 p.m., E.D.T.). On and off camera he sang, danced, imitated a chimp and delivered far more of himself than was called for. Kiddled about his stature, he said, "I'm short, but so's my daddy and he does lots of things."



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THE AGELESS STORY IN THE YEAR'S

Photographed for LIFE
by ARNOLD NEWMAN

From the Bible's magnificent and thorny story of Job, Archibald MacLeish wrote a play, *J.B.*, which, since its opening in New York last December, has earned high praise and some abuse and aroused wide controversy. A success on Broadway, this work—a monumental achievement in both drama and poetry—received a major honor last week when it won a Pulitzer prize, the third Pulitzer prize MacLeish has won.

In strong, sinewy poetry, MacLeish draws a parallel between the Biblical Job and his modern counterpart, a prosperous American businessman called J.B. whose faith in God is sorely tried by a series of disasters. Here and on the next pages are scenes from the play, accompanied by



OF JOB'S ORDEALS

PRIZE PLAY

significant excerpts from MacLeish's text. And to point up the timelessness of the drama, LIFE couples its photographs with similar scenes from the Bible story engraved in the 19th Century by the famous English mystic, William Blake. Like the Book of Job itself, which has been open to many disputes and interpretations through the ages, *J.B.* has aroused so much discussion that LIFE has invited three eminent theologians to express their views of the play (pp. 135-138).

For symbolic reasons, MacLeish sets his play—staged by Elia Kazan—in a shadowy circus tent. In the first act, J.B. and his wife (James Daly and Nan Martin) rejoice with their five children at Thanksgiving (*below*).



'A perfect and an upright man'

Job and his wife, happy amid their children, are pictured in a bucolic setting in William Blake's illustration for the Book of Job. Like J.B. in the similar scene in the play (*below*), Job in the Bible is described as "perfect and upright, and one that feared God, and eschewed evil."



CONTINUED

GODLY J. B. IS BESET BY DISASTERS

All through the play, J.B. is watched by Mr. Zuss and Nickles (right), acted by Raymond Massey (top) and Christopher Plummer. They portray circus vendors who assume the roles of God and the devil and, from the sidelines, comment on J.B.'s ordeals. They listen as J.B., in the Thanksgiving scene on preceding page, proclaims faith in God and his own destiny in these confident words.

J.B. People called it luck: it wasn't. . . .
It isn't luck when God is good to you: . . .
I've always known that God was with me.
I've tried to show I knew it—not
Only in words.

*(Nickles laughs a soundless laugh up
at Mr. Zuss on his perch)*

SARAH Oh, you have,
I know you have. And it's ridiculous,
Childish, and I shouldn't be afraid—
Not even now when suddenly everything
Fills to overflowing in me
Brimming the fullness till I feel
My happiness impending like—a danger.
If ever anyone deserved it, you do.

J.B. That's not true. I don't deserve it.
It's not a question of deserving.

SARAH Oh, it is. That's all the question.
However could we sleep at night—

J.B. Nobody *deserves* it, Sarah!—
Not the world that God has given us.
*(there is a moment's strained silence,
then J.B. is laughing)*

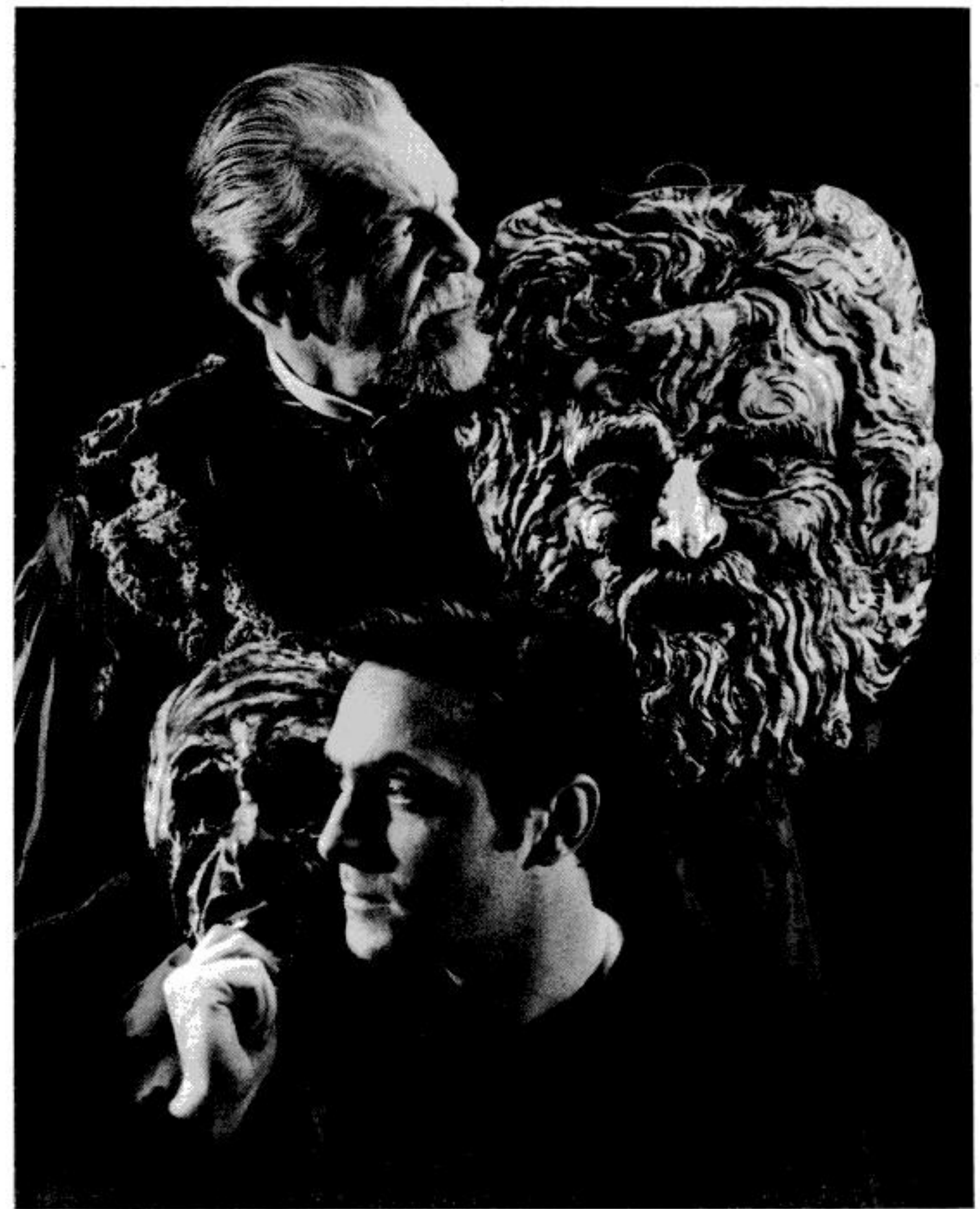
But I *believe* in it, Sal. I *trust* in it.
I trust my luck—my life—our life—
God's goodness to me.

SARAH Oh, I know
I know you trust it. That's what frightens me.
It's not so simple as all that.
They mustn't think it is. God punishes.
God rewards and God can punish.
Us He has rewarded. Wonderfully.
Kept us from harm, each one—each one.
And why? Because of you—your—faithfulness.

J.B. No. Because He's *just*. . . .
He'll *never* change. A man can count on Him.
Look at the world, the order of it:
The certainty of day's return.

*(he pours himself a glass of wine,
raises his glass to Sarah)*

To be, become and end are beautiful.
Trust our luck! My Sal, trust in it!



MR. ZUSS AND NICKLES HOLD MASKS OF GOD AND DEVIL

After declaring his faith in God's justice, J.B. is beset by senseless disasters. One by one, his children are killed—in a wartime accident, by a drunken teen-age driver, by a maniac. Watching his torments, Mr. Zuss and Nickles challenge J.B. to say again—after these undeserved tragedies—that he still accepts God's ways. Nickles aims to destroy J.B.'s faith in God, Mr. Zuss to affirm it.

NICKLES Now's the time to say it, Mister.

MR. ZUSS Now is the time. Now is the time.

J.B. THE LORD GIVETH—
—THE LORD TAKETH
AWAY

MR. ZUSS Finish it! BLESSED BE THE—

NICKLES What should he
Finish when he's said it all? . . .
He knows Who gives. He knows Who *takes*—

MR. ZUSS Knows and accepts it all. All of it.

NICKLES Accepts it all! Accepts!
*(a cough of bitter, disgusted,
mirthless mirth)*

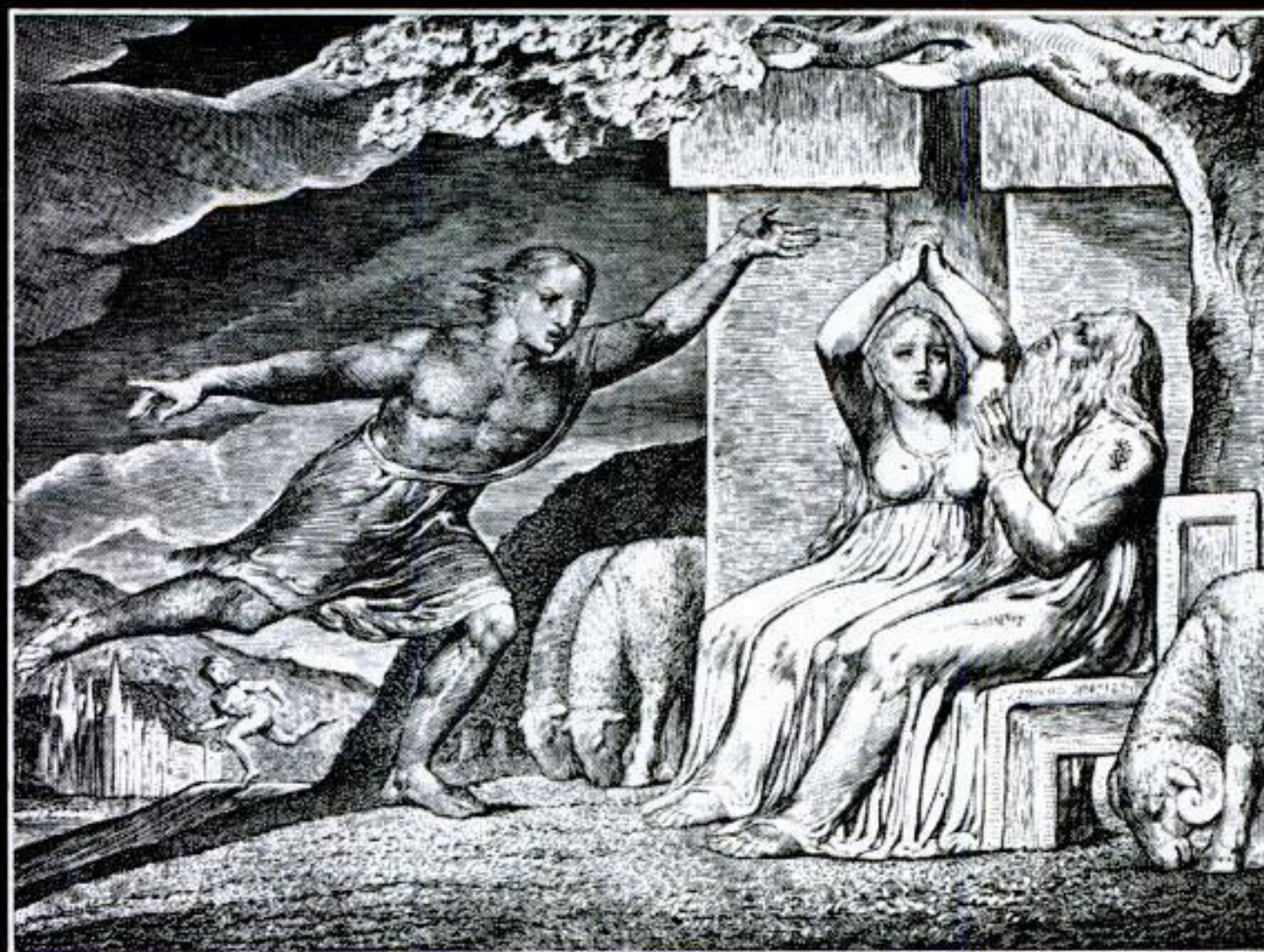
A son
Destroyed by some fool officer's stupidity!
Two children smeared across a road
At midnight by a drunken child!
A daughter raped and murdered by an idiot!
And all with God's consent! Foreknowledge!—
He *accepts* it!

MR. ZUSS He accepts it
All. And more. And blesses God.

NICKLES No! He'll curse Him to His face!

'There came a messenger unto Job'

In both pictures on this page—the Bible illustration by Blake and the photograph from the play below—a messenger brings calamitous news to Job and his wife, to J.B. and his wife. As told in the Bible, God tests Job's faith by making him undergo terrible losses and suffering. To him the messenger announces, "The fire of God is fallen from heaven, and hath burned up the sheep, and the servants. . . ." In the play the messenger is an American policeman who brings a toy parasol which belonged to J.B.'s daughter. It was found lying beside the girl's body after she had wandered from home and been attacked by a psychopath. From this evidence, J.B. and his wife learn that God has taken their smallest child.





'Let the day perish wherein I was born'

To add to Job's anguish, as told in the Bible, Satan "smote Job with sore boils from the sole of his foot unto his crown. . . . Then said his wife unto him, 'Dost thou still retain thine integrity? Curse God and die.' But he said unto her, 'Thou speakest as one of the foolish women speaketh. What? Shall we receive good at the hand of God, and shall we not receive evil?' " In Blake's engraving the stricken patriarch sits between his wife and his three comforters, and cries out, "Let the day perish wherein I was born. . . . Why died I not from the womb?" Below, at the end of the first half of the play, the tormented J.B., who has lost his fortune and his family, sits miserably in rags amid a chorus of homeless women.



As more sufferings are visited upon J.B., MacLeish presages a modern wartime disaster, such as might result from an atomic explosion. J.B.'s last child is crushed by a collapsing building. As he stubbornly clings to his faith in God's justice, his wife, at the end of her endurance, finally abandons him. Covered with burns and sores, J.B. has only a band of destitute women to solace him.

SARAH Oh, my babies! My poor babies!

J.B. (gently)
Go to sleep.

SARAH Go! Go where?
If there was darkness I'd go there.
If there were night I'd lay me down in it.
God has shut the night against me.
God has set the dark alight
With horror blazing blind as day
When I go toward it—close my eyes.

J.B. I know—I know those waking eyes.
His Will is everywhere against me
Even in my sleep—my dreams.

(Nickles, a sidewise look at Mr. Zuss above him on the perch, leans like a cat about to spring. This is the moment which prepares the moment he has been waiting for)

If I knew! If I knew why!
What I can't bear is—the blindness—
Meaninglessness—the numb blow
Fallen in the stumbling night.

SARAH Even this! Has it no meaning?

J.B. God will not punish without cause.
God is God or we are nothing—
Mayflies that leave their husks behind—
Our tiny lives ridiculous—a suffering
Not even sad that Someone Somewhere
Laughs at us as we laugh at apes.
(a pause and then, from his heart's pain)
God is unthinkable if we are innocent.

SARAH Oh, my dear, my dear, my dear,
Does God demand deception of us—
Purchase His innocence with ours?
Must we be guilty for Him?—bear
The burden of the world's malevolence
For Him who made the world?

J.B. God is
Just!

SARAH (desperately)
God is just! If God is
Just our slaughtered, broken children
Stank with sin—were rotten with it!

J.B. Sarah!
Even desperate we can't despair—
*(he reaches out, catches her hand.
She tries to draw it away in an involuntary gesture of revulsion)*
No! Don't let my hand go, Sarah.
Say it after me:

THE LORD
GIVETH—

(Sarah is silent, struggling for breath)
Say it!

SARAH (numbly)
THE LORD GIVETH.

J.B. THE LORD TAKETH AWAY—

SARAH *(flinging his hand from her)* Takes!
(her voice rises to a shriek)
Kills! Kills! Kills! Kills!

J.B. BLESSED BE THE NAME OF THE LORD.

SARAH They are
Dead! And they were innocent! I will not
Let you sacrifice their deaths
To make injustice justice and God good!
Must we buy quiet with their innocence—
Theirs or yours?—I cannot stay here—
I cannot stay here if you cringe,
Connive in death's injustice, kneel to it,—
Not if you betray my children.

J.B. *(a cry)*
I have no choice but to be guilty.

SARAH We have the choice to live or die
All of us.
(she stands over him)
Curse God and die!
(the horror of her own words transfixes her. She stands staring at J.B. and then, gently as a mother encouraging a frightened child, repeats them:)
Curse God—and die!

J.B. BLESSED BE THE
NAME OF THE LORD.
(Sarah turns and runs out. The women, who have bestirred themselves as the voices rose, lift themselves on their elbows)

J.B. *(raising his head)*
... Sarah!—Sarah!—
Why do you not speak to me?
(silence)
Sarah!

MISS MABEL Now he knows.

MRS. MURPHY And he's alone now.

MRS. BOTTICELLI You're cold—cold.
Come down with the rest of us.
Come down with the rest. We'll keep you warm.
There's four or five of us out of the wind there
Keeping each other warm. Come down.

J.B. SHOW ME MY GUILT, O GOD!

NICKLES *(sardonically, up to Mr. Zuss on the perch)*
Well? You going to show him?

MR. ZUSS Wait!
(he leans far out, looking up and around into the darkness)
Wait!

J.B. *(a great cry: his arms raised)*
SHOW ME MY GUILT, O GOD!



'The just upright man is laughed to scorn'

Now when Job's three friends heard of all this evil that was come upon him," says the Bible, "they came every one from his own place . . . for they had made an appointment together to come to mourn with him and to comfort him." Job describes his plight to the comforters: "The just upright man is laughed to scorn." As Blake shows, they harangue him but offer precious little comfort.

In MacLeish's drama the three garrulous comforters (*below*) also fail to alleviate J.B.'s bewilderment and grief, though each one of them offers him his own particular brand of salvation.



CONTINUED

NICKLES

J.B.

Guilt matters. Guilt must always matter.
Unless guilt matters, the whole world is
Meaningless. God too is nothing.

BILDAD

Guilt is a sociological accident.
Wrong class: wrong century.
You pay for your luck with your licks, that's all.

ELIPHAZ

Come! Come! Come! Guilt is a
Psychophenomenal situation—
An illusion, a disease, a sickness:
That filthy feeling at the fingers,
Scent of dung beneath the nails—

ZOPHAR

**Guilt is illusion? Guilt is reality!
The one reality there is!
All mankind are guilty always!**

BILDAD

(sneering at Zophar)

The Fall of Man! It felled us all!

MR. ZUSS

(peering from one to the other
puzzled)

NICKLES

J.B.

Guilt matters. Guilt must always matter.

ELIPHAZ

No. We have surmounted guilt. It's quite
Quite different, isn't it? You see the difference.
Science knows now that the sentient spirit
Floats like the chambered nautilus on a sea
That drifts it under skies that drive:
Beneath, the sea of the subconscious;
Above, the winds that wind the world.
Caught between that sky, that sea,
Self has no will, cannot be guilty.
The sea drifts. The sky drives.
The tiny, shining bladder of the soul
Washes with wind and wave or shudders
Shattered between them.

ZOPHAR

ELIPHAZ

... There is no guilt, my friend. We all are
Victims of our guilt—not guilty.
Our will is underneath the sybil's
Stone—not known.

J.B.

(*passionate conviction*)

I'd rather suffer
Every unspeakable suffering God sends,
Knowing it was I that suffered,
I that earned the need to suffer,
I that acted, I that chose,
Than wash my hands with yours in that
Defiling innocence. Can we be men
And make an irresponsible ignorance
Responsible for everything?
I will not listen to you.

(J.B. pulls his rags over his head)

NICKLES

MR. ZUSS

NICKLES

J.B.

NICKLES

J.B.

NICKLES

MR. ZUSS

MR. ZUSS

J.B.

SARAH

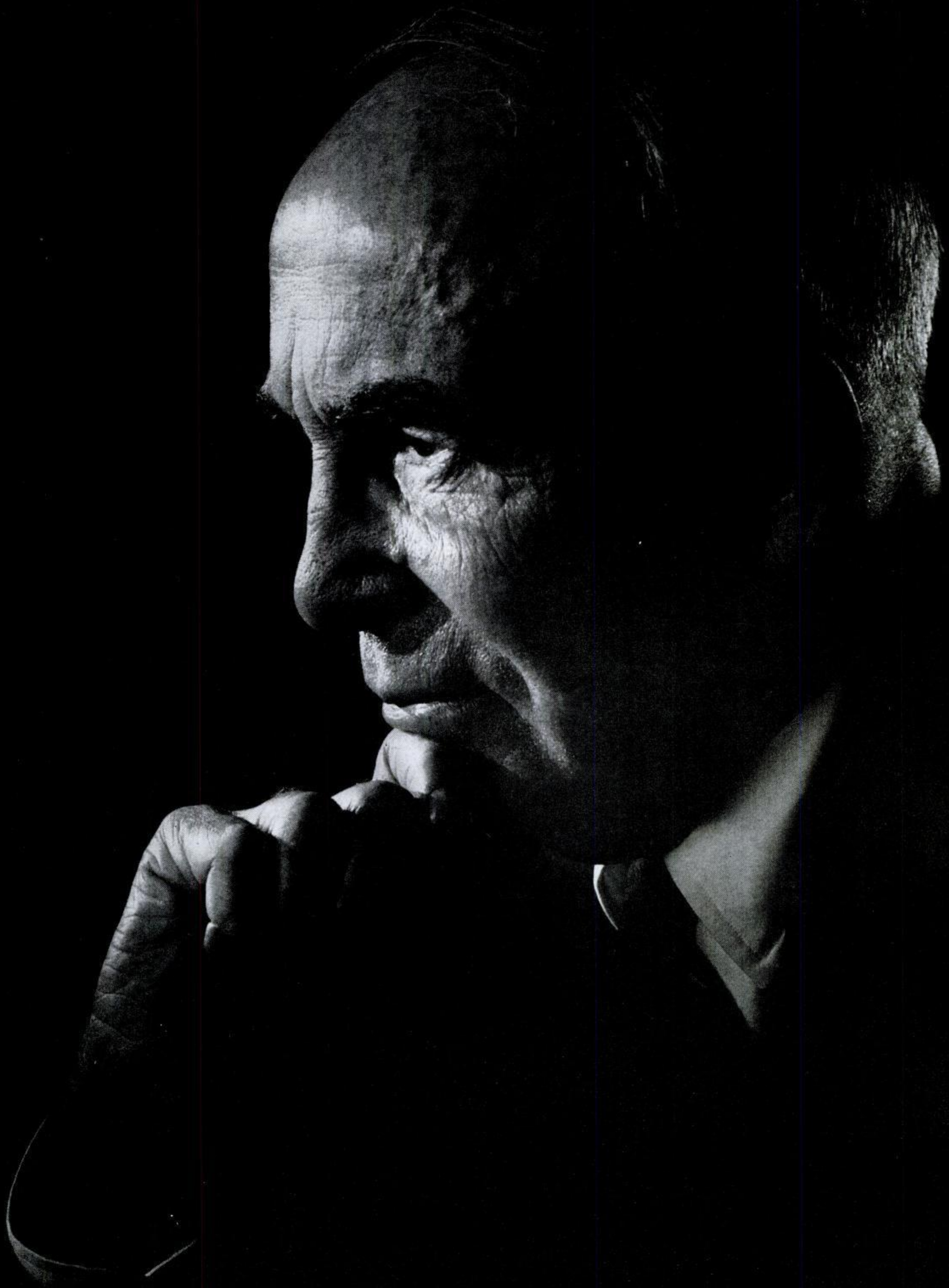
J.B.

SARAH

J.B.

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when Wind Song
whispers
your message

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Wind Song... because Prince
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and rhythm of your own special
pulse beat... your pulse beat is
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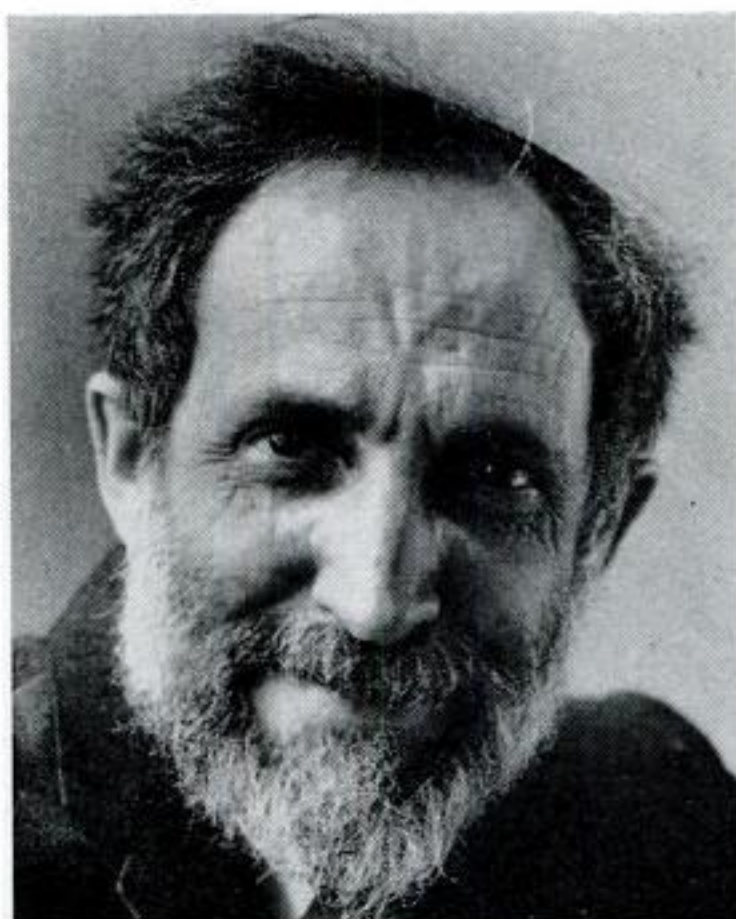
THREE OPINIONS ON 'J. B.'

Because of the controversy aroused by *J.B.*, LIFE asked three eminent theologians to evaluate the play. A Protestant view is given by Reinhold Niebuhr, professor at

Union Theological Seminary. Rabbi Louis Finkelstein is chancellor of New York's Jewish Theological Seminary. Thurston Davis, S.J., edits the Catholic weekly *America*.



REINHOLD NIEBUHR



LOUIS FINKELSTEIN



THURSTON N. DAVIS

Modern Answers to an Enigma

IN *J.B.*, Archibald MacLeish has undertaken a difficult task. He attempts to answer searching questions about the meaninglessness of extreme human suffering. He concentrates on whether this suffering accords with the idea that God is "just," and expresses the ancient enigma of God's power and goodness in these words: "If God is God He is not good. If God is good He is not God." It is a perennial moral and religious problem.

MacLeish owes his dramatic success both to the honesty with which he states the problem and to the artistic ingenuity with which he fits his modern play into the old framework. Much of the original story as told in the Bible is devoted to long dialogues between Job and his "comforters," all of whom give conventional answers to Job's rather unconventional, and searching, faith and doubt. MacLeish has artfully transformed these comforters into a determinist (perhaps a Communist) who thinks the triumph of "humanity" makes an individual's suffering sufferable, a sophisticated man (perhaps a psychiatrist) who tries to reduce Job's sense of guilt to a neurosis, and a religious stereotype (perhaps a clergyman) who thinks that the idea that all men are guilty is enough to explain the unique sufferings of a particular human being. The last "comforter" represents only one aspect of religion. Modern believers may find his answer grotesque, but he does resemble one of the original comforters.

The Book of Job itself is apparently based on an even older folk tale, a tale in which the devil suggests that Job's piety is due to his prosperity. So God allows the devil to "try"

Insight into Our Deep Need

WHAT is most startling about MacLeish's distinguished play is its success as a Broadway production. A moralistic fable, based on the most difficult and perplexing book in Scriptures, attracts crowds in numbers usually expected only at musical comedies. Obviously *J.B.* answers a deep need. What is it?

The play conveys, of course, the unspoken agony of a generation which, having witnessed the most horrible war in history, fears even more horrible catastrophes. No doubt, too, it conveys the private agony of the American in our times, who seems to have everything but really finds himself having nothing.

But the special appeal and effectiveness of *J.B.*, it seems to me, stems from the fact that ours is a Job-minded and Job-hearted generation. This is the unique discovery of MacLeish, the poet. In the character of *J.B.* he has created a symbol in which we see ourselves and our society, troubled and guilt-ridden.

In MacLeish's view one of our greatest problems is our failure to find any purpose in the sufferings of our time. Neither as individuals nor as a community can we rise to the heights of prophecy, envisioning a future different from our own in quality of life rather than in quantity of comforts. We have no Isaiahs portraying a true Kingdom of God which could justify our suffering. We do not see ourselves in childbirth, almost delighting in pain as part of creation. We are not even a praying generation which, although deaf to the divine word, might yet seek the inspiration and vision needed for prophecy.

Instead we are rather like Job, who never

Arid Repudiation of Religion

MOST of the people who see *J.B.* make the quite natural mistake of judging Archibald MacLeish's play to be about God. As a matter of fact, it isn't at all. *J.B.* is about Man—Man liberated from old theologies, Man obsessed with the notion that, as the final lines of the play have it,

The candles in churches are out.

The lights have gone out in the sky.

Despite the fact that these and many other clues to its real meaning are scattered through the final five minutes of the MacLeish drama, night after night many members of the *J.B.* audience pick up their coats and rubbers at closing time and move in solemn and reverent procession out of the theater, acting for all the world as though they have been attending a revival or making a mission. But what they have just witnessed is not a religious drama or a morality play. If *J.B.* means anything, it is an urbane but shallow repudiation of religious faith. On the positive side *J.B.* tries hard in its closing moments to become a secular affirmation of human life and human love as the sole props and rationale of bewildered humanity.

Long ago Professor MacLeish wrote in *Ars Poetica*: "A poem should not mean/But be." Doubtless he would in some sense claim the same prerogative for his play. But a play must ultimately mean something, and *J.B.*, if it delivers any message at all, certainly does so in the brief muted exchange just before the curtain. *J.B.*'s wife Sarah says to him at the end: "Then blow on the coal of the heart, my darling." And when our modern, suburban Job echoes: "The coal of the heart . . ." Sarah says: "It's all the light now."

CONTINUED ON PAGE 137

CONTINUED ON PAGE 137

CONTINUED ON PAGE 138



M

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by
*maidenform**

I dreamed
I set a record
in my

maidenform bra*

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Job by harassing him with every kind of disaster. In the popular concept of Job, that is the heart of the matter—and MacLeish cannot be blamed if he bases most of his drama on it. But by his emphasis on the question of meaningless suffering, the modern poet neglects the ancient book's even more searching question about the meaning of life and thus its even more important "message" to modern man.

This is the puzzle of human existence raised by the sharp contrast between man's greatness and his insignificance. As Job 7:17, 18 puts it: "What is man, that Thou dost make so much of him, and that Thou dost set Thy mind upon him, dost visit him every morning, and test him every moment?" This is not only an even deeper problem than that of meaningless suffering but one more poignantly relevant to an atomic age which has the greatness to discover nuclear energy but lacks the wisdom to avoid the risk of nuclear war. MacLeish neglects this vital dimension of the original.

Like the Book of Job itself, the modern play does provide two answers to the problem of life. Though MacLeish himself evidently does not believe in a personal God, he faithfully echoes the first answer given in the original. God appears to Job in a "whirlwind" and confronts him with all the mysteries of creation to prove that there is a meaning to life beyond that which any mere man can provide from his own limited perspective. The biblical Job admits (42:3-6): "Therefore I have uttered what I did not understand, things too wonderful for me, which I did not know. . . . Therefore I despise myself, and I repent in dust and ashes." Some modern critics of religion say that the whirlwind was simply an immoral display of power on God's part instead of a specific reply to Job's anguished query. Such a criticism assumes there *is* a rational answer to all the many tragic contradictions of human life. While apparently not a theist or believer in God, MacLeish clearly does not agree with this form of agnosticism. He lets the ancient answer stand in full force and majesty.

MacLeish's second answer combines a courageous acceptance and affirmation of life with a modern romantic emphasis on love, shown by Job's reconciliation with his wife. Thus an "island of love" is created as an island of meaning in an existence threatened by no meaning. Some find MacLeish's second answer a sentimental anticlimax. In a sense it is. But it can be said that MacLeish is more adequate than the parallel second answer in the Bible—taken from the original folk story—where Job is promised the return of his wife, many new children and all the camels and she-asses his heart desires. For this materialistic conclusion, from the ancient folk tale, rather begs the question. The Bible ending is a distinct letdown from the lofty poetic treatment of eternal mysteries which has made the bulk of the Book of Job so fascinating to its readers for more than 2,000 years.

FINKELSTEIN CONTINUED FROM PAGE 135

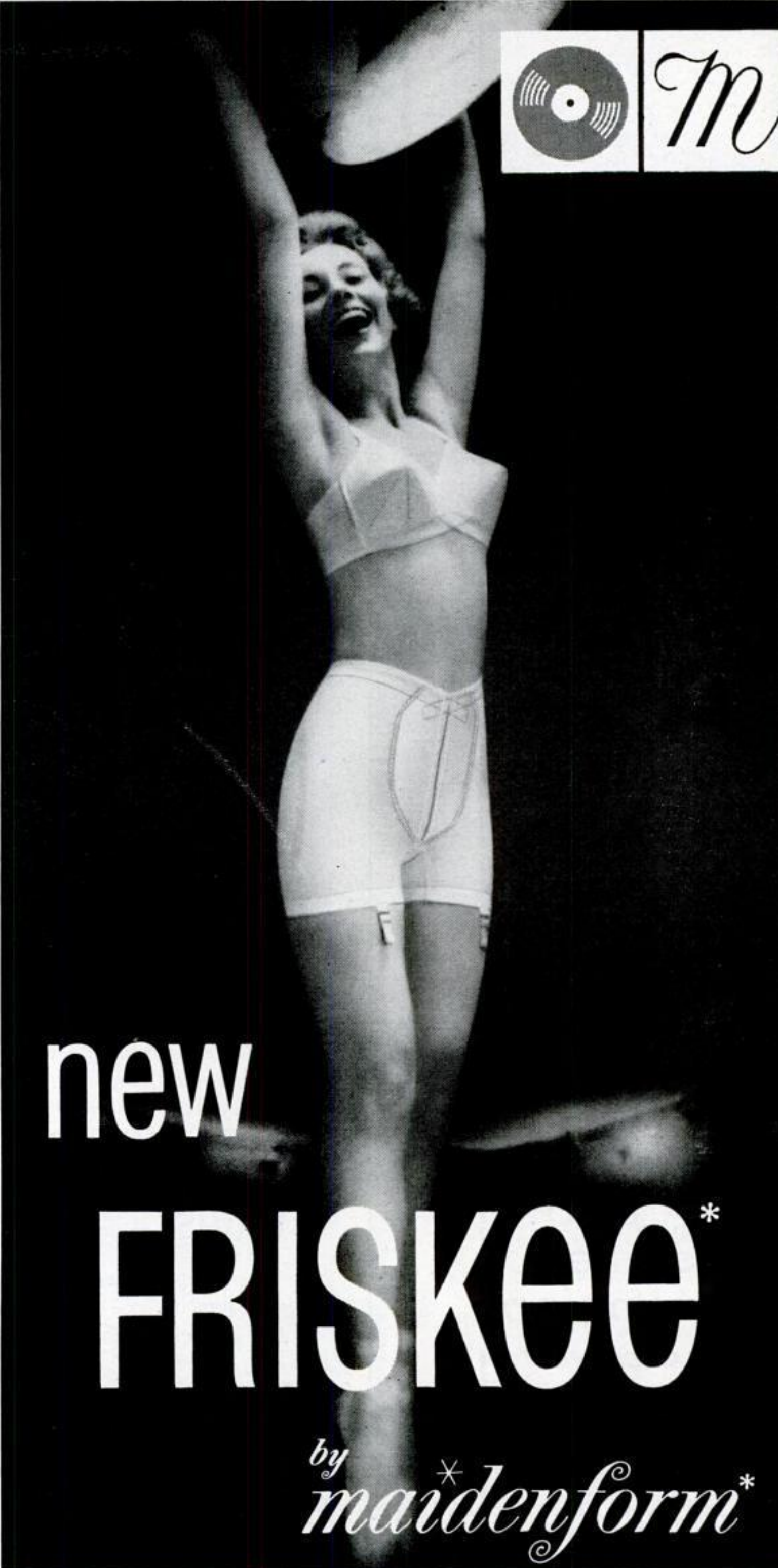
prays to God in his distress, who never contemplates the future except hopelessly in adversity and, says MacLeish, smugly in prosperity.

We are not, of course, dumb beasts. We try to explain our torment. But being neither prophets nor men of prayer, we rivet its explanation to the past, blaming it on either our folly or our guilt. And because the last thing in the world we can admit of ourselves is folly, we are led to confess our guilt.

MacLeish, speaking through J.B., dismisses the three comforters familiar to us—the historian, the psychoanalyst and the theologian. Yet he does not leave man comfortless. One comforter, unseen but felt throughout the play, is MacLeish himself. The comfort he offers is obviously the theme of the play. As poet, scholar and teacher, MacLeish is singularly equipped for this role. He knows the pangs of creation, the torment of seeking a vision, of trying to instruct. Like J.B.'s wife he does not complain at the pain of creation. He sympathizes with and understands the woman who, anesthetized just before childbirth, regrets her unconsciousness during the great miracle.

The character in the Book of Job with whom MacLeish apparently identifies himself is Elihu. Elihu does not appear in the play, but his point of view is always in evidence. In the Bible, Elihu is young, whereas the three comforters are old. Elihu recognizes that age, for all its maturity and experience, may miss the whole point of life, which is concern with the future. He is convinced that whether or not Job has transgressed before he suffered, he certainly transgressed *during* his suffering: he did not welcome the pain, as would a dedicated servant of God, a soldier in the armies of the Creator, one who is

CONTINUED



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FINKELSTEIN

CONTINUED FROM PAGE 137

indeed part of the Creator. If Job could see life as a school and experience as instruction, he might be glad for the opportunity to study in this supremely demanding way under the guidance of a supremely demanding teacher. The conquests of the Mt. Everests of the spirit may be arduous, but the reward like the effort is of supreme worth.

In the biblical story Elihu therefore calls upon Job to do the one thing that has not occurred to him: pray. He demands that Job transform his pain into a means of obtaining a new vision of God, one not possible except in adversity. He wants Job to emerge a greater man because he has had the experience needed to make him creative as well as blessed.

Both Elihu and the MacLeish play, for all their apparent concern with a specific human drama, are preoccupied with the *universal* agony of man. They leave out of account such awful sufferings as the death of babes, such horrors as the death of millions in the gas chambers of Dachau and Auschwitz. To be sure, God asserts that such sufferings also have meaning, but it is a meaning that transcends the mind of man. To probe them completely man would have to be part of God while still mortal. He would have to recognize, clearly, his own soul and its relation to God. In the end Job apparently discovers the nature of this mystery, a first step to transcending it. "I had heard of Thee by hearing," he finally says, "and now mine eye seeth Thee."

Yet the vision remains blurred, as it might be through a murky glass. Job knows what has happened to him but not why it could not happen without pain. He is grateful for his new children but cannot explain the death of the first ones.

For all the beauty and depth of his insight, MacLeish accepts this blurred vision as all that is available to mortal man. The vision of the Kingdom of God, awaiting a purified, ennobled and exalted humanity, remains outside *J.B.* as it remains beyond Job. One feels that it does not remain outside MacLeish, and one hopes that he will return to it.

DAVIS

CONTINUED FROM PAGE 135

Years ago, as a college student, I read and have since remembered Mr. MacLeish's sonnet called *The End of the World*, which was published in 1926. The

sonnet tells how the top of an immense and crowded circus tent [the lid of the world in the poet's image] blew off quite unexpectedly in the middle of a three-ring performance [the poet's figure for the turmoil of human life]. The sonnet's sestet tells what happened then:

*And there, there overhead, there, there, hung over
Those thousands of white faces, those dazed eyes,
There in the starless dark the poise, the hover,
There with vast wings across the canceled skies,
There in the sudden blackness the black pall
Of nothing, nothing, nothing—nothing at all.*

Having read the *J.B.* script and seen the play itself on two occasions, I am sure that Mr. MacLeish's controversial drama about God, Man, sin, guilt and the meaning of human life and suffering is being acted under the same old canvas top that blew off in his sonnet 33 years ago. Moreover, the play comes to approximately the same conclusion as the sonnet.

The scene of *J.B.* is laid in "a corner inside an enormous circus tent where a side show of some kind has been set up." And when, in a sense, the top goes blowing off in the last five minutes of the play, it is quite obvious that the God who has been "bull-whipping" our contemporary Job with his thundering, amplified pronouncements suddenly becomes, in Mr. MacLeish's hands, about as meaningless as the mask worn by Mr. Zuss, the old balloon vendor who plays the role and speaks the lines of God. If *J.B.* "means" anything, it means that the God of the Job story—He who commands the morning, enters into the springs of the sea and binds the sweet influences of the Pleiades—gets told off and sent ingloriously to the wings by Man, the eternal *J.B.* of history.

Are there divine "reasons" for human pain? Is there at last a Justice that will set things right? Is there a Mind and a Providence at work in human affairs? Is Man enveloped by God's Love? If I read and hear him aright, MacLeish is saying No. The play ends with the firm avowal that—apart from our sempiternal human urge to "blow on the coal of the heart"—there is really "nothing, nothing, nothing—nothing at all." The old image of the traveling circus apparently still haunts Mr. MacLeish. But the circus hasn't been traveling anywhere in all the intervening years. It still stands on the same arid ground in which he pegged down his tents some 30 years ago.



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and
so relax
tension"*

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Kneeling before God, in Blake engraving. Job and his wife are blessed as three comforters (right) hide their faces. Job says to God, "I have heard of thee by the hearing of the ear: but now mine eye seeth thee."



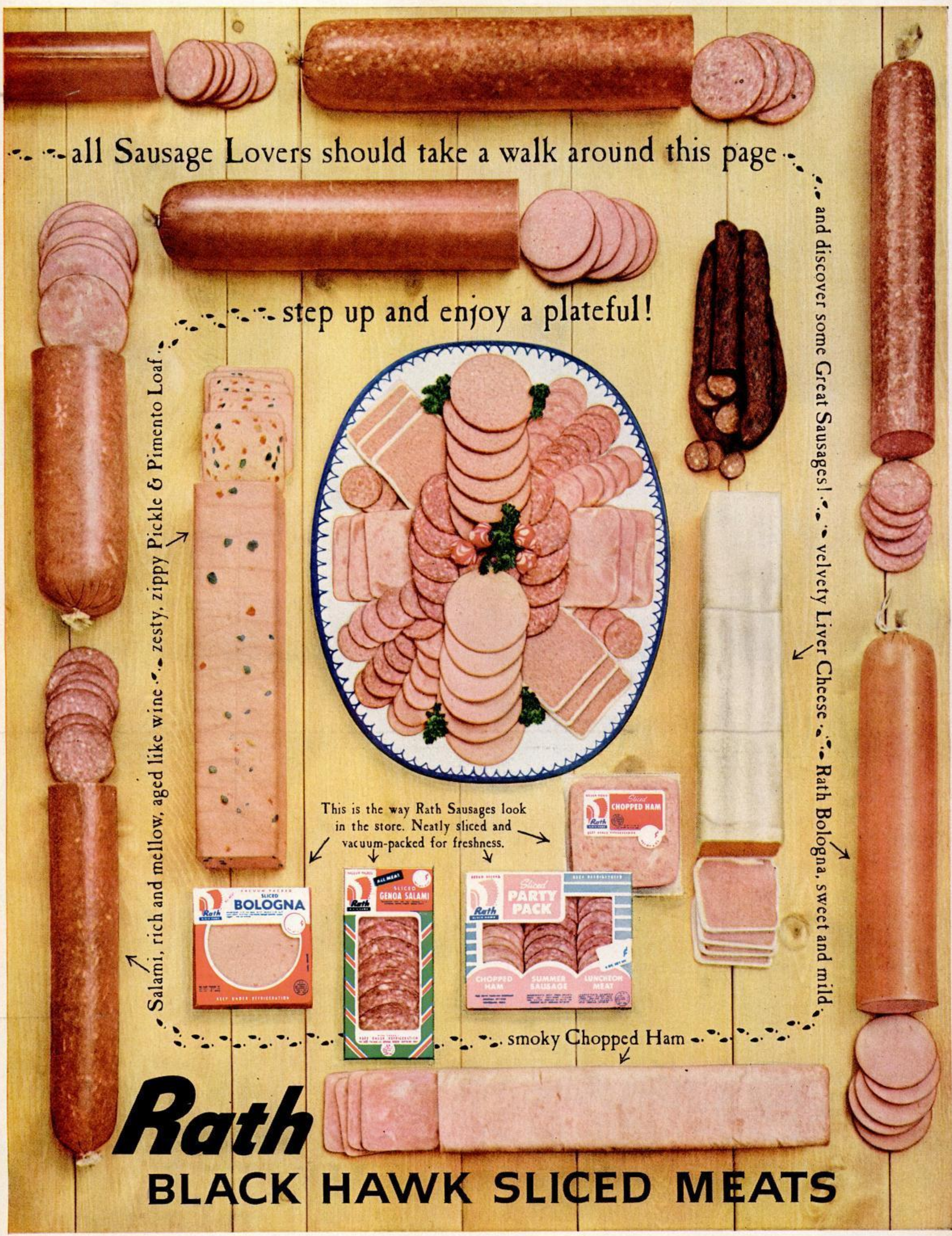
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step up and enjoy a plateful!

and discover some Great Sausages! ... velvety Liver Cheese ... Rath Bologna, sweet and mild.

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BLACK HAWK SLICED MEATS



TRYING TO LOCATE THE DIRECTION OF A SHRILL, UNFAMILIAR SOUND, AN OWL TWISTS HIS HEAD HALFWAY AROUND UNTIL IT IS ALMOST EXACTLY UPSIDE DOWN

Yes—Its Head Is Upside Down

All birds do contortionist tricks with their heads, cocking them in every direction as they look out for food or danger. But the most talented contortionist of all is the owl which can swivel its head until it is practically upside down—as the owl above is doing. Its huge eyes are wide open as if trying hard to see better. Actually, it has heard a high-pitched noise and is twisting to hear it better.

This little short-eared owl is the pet of a naturalist named Bristol Foster of Toronto, Canada. He took the bird from its nest when it

was only a few days old, intending to keep it at home a short time for studies he was making. But the owlet proved so friendly he became a permanent member of the household. He was given a name, Howland, and made the supreme adjustment to human ways, learning to stay awake by day and sleep at night. But his eating habits remained the same—two mice a day. After four years with people, Howland's adopted family decided he would be happier with his own kind and last week sadly packed him off to the local zoo.

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OWL CONTINUED

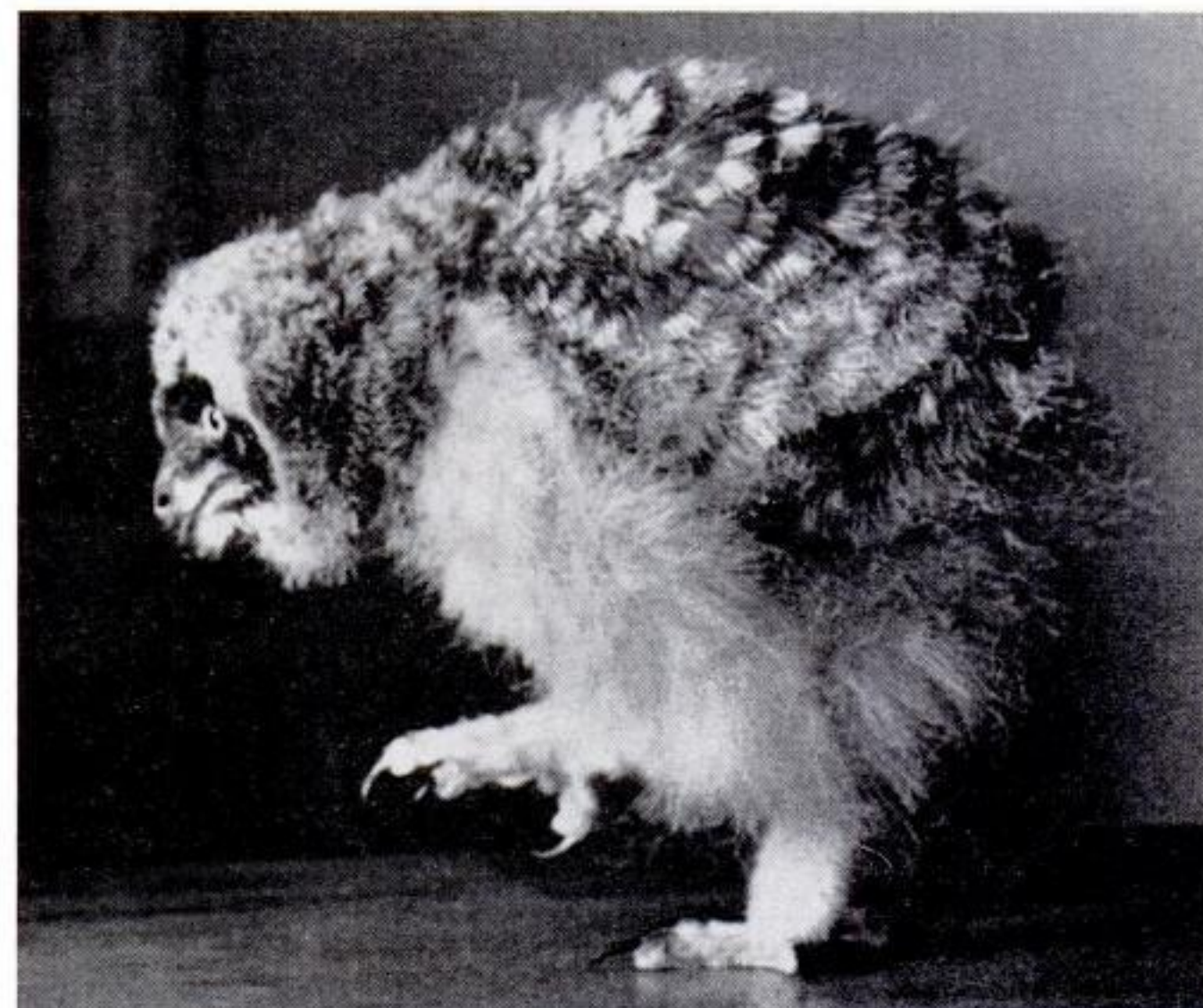
HOW HOWLAND GREW



HOWLAND'S MOTHER hissed at Foster when he first visited nest in meadows near Churchill, Manitoba. Howland came out of the first egg to hatch.



10-DAY-OLD OWLET was always hungry and called loudly for a feeding of raw meat every hour or so. Still quite helpless, Howland was fed by tweezers.



AT 2 WEEKS Howland would unsteadily step across a tabletop. Unable to get a claw-grip on the smooth surface, he kept tumbling over on his head.

CONTINUED

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Dial bath protects you from perspiration odor all day long. Dial's AT-7
guarantees it—by removing the skin bacteria that cause odor.

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That's why people who like people like Dial.



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glad you use
Dial Soap!



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NEW! KRYLON GLOWING SPRAY PAINTS. 6 fluorescent colors that dazzle in daylight. Perfect for bikes, toys, hunting caps, car bumpers, displays, ornaments, posters, aircraft.



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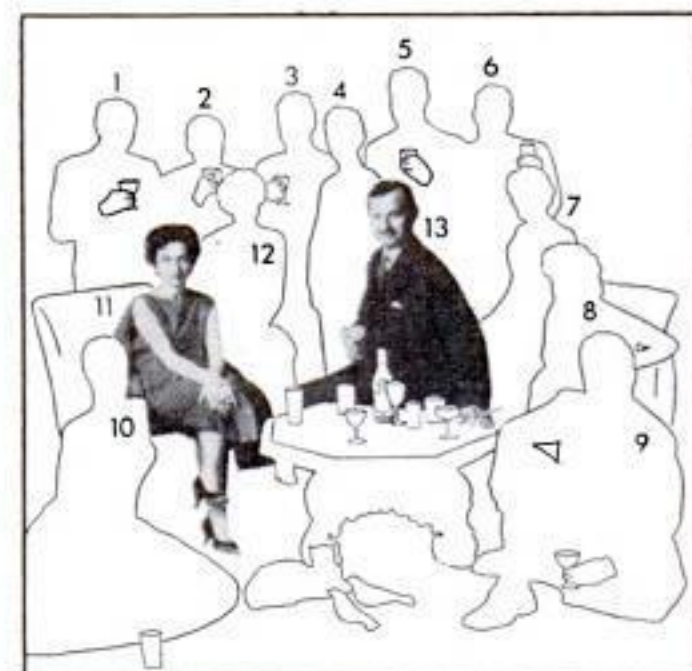


AT FOUR WEEKS Howland was full grown and would join Foster's mother and father at mealtime for tidbits. At night he was confined to the bathroom.



A FAVORITE PERCH was on heads of visitors. This is Foster's niece, Susan Kingsmill. Now in the zoo's owl cage, he has made friends and seems happy.

AT THE VODKA PARTY



the guests and their Smirnoff drinks

1. JOHN EMERY. His drink is a *Vodka Gimlet*. Make it by adding 1 part imported Rose's Lime Juice to 3 or 4 parts Smirnoff. Serve over ice cubes in cocktail or Old Fashioned glass.

2. HARVEY BREIT is drinking *Vodka-on-the-Rocks*. Smirnoff, the Vodka of Vodkas, is so smooth and flawless that many people like to sip it straight.

3. SCOTT McKAY holds a *Bloody Mary*. Mix 1 part Smirnoff with 2 of tomato juice. Add a squeeze of lemon, pinch of salt, pepper, dash of Worcestershire Sauce. Shake with ice. Strain in glass.

4. MRS. HARVEY BREIT. You can see her tall, cool *Vodka-and-Tonic* just below her, on the table.

5. CHRISTIAN FLANDERS. His drink is a *Vodka Old Fashioned*. Muddle lump sugar in dash of bitters. Add 1 jigger Smirnoff, lemon juice, ice cubes.

6. PHILIP LANGNER drinks a *Vodka Collins*. Add a jigger of Smirnoff to juice of 1 lemon, 1 tsp. sugar, cracked ice. Fill glass with soda, and stir.

7. MRS. DABNEY COLEMAN. She's been drinking a *Bloody Mary*. You can see it next to the Smirnoff bottle.

8. TAMARA GEVA. Her drink is the fashionable *Vodka Gimlet* (on table, extreme right).

9. DABNEY COLEMAN holds a *Vodka Martini*. To make this driest of Dry Martinis, use your usual proportions - but mix with Smirnoff instead of gin.

10. SHELLEY SCOTT, with a delicious *Screwdriver*. Pour jigger of Smirnoff over ice cubes. Fill up glass with fresh orange juice, and stir.

11. MRS. ZACHARY SCOTT, the hostess, will be quickly recognized as charming actress Ruth Ford.

12. MRS. PHILIP LANGNER. Her drink, nearest to her on the table, is a *Vodka Highball* - Smirnoff in ginger ale.

13. ZACHARY SCOTT, the genial host. This popular star of stage and screen is nursing a *Vodka Martini*.

SEND FOR VODKA PARTY RECIPE BOOK. For your free copy, write to: Smirnoff (Dept. L), 330 New Park Avenue, Hartford, Connecticut.



THE ZACHARY SCOTTS AND GUESTS: SEE COLUMN ON FACING PAGE

THE ZACHARY SCOTTS GIVE A VODKA PARTY

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it leaves you breathless

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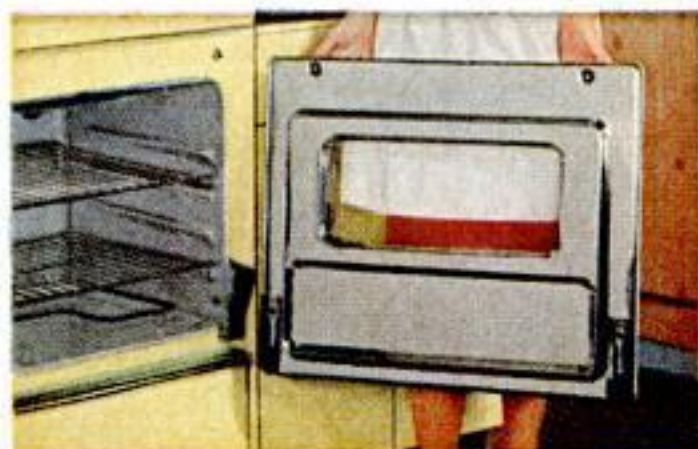
Model J-408. About \$4.00 a week after small down payment.

Does your stove let you barbecue all year round?

**Family-size rotisserie in 1959 General Electric Range
barbecues with automatic perfection . . . quickly, easily . . . any time at all!**



Can you dial the exact temperature you need—and not go back to turn it up—or down? New Automatic Unit on G-E Ranges makes *any* pan automatic!



Can you lift off the oven door at cleaning time—so that every part of the oven is within easy reach? *Every* G-E Range has lift-off oven doors!

Any time is a good time to use your favorite back yard barbecue recipe if you have a new General Electric Keyboard Range with this Automatic Rotisserie.

Adjustable stainless steel spit and prongs hold roasts (even wienies) . . . turn them slowly, evenly, automatically. The self-basted meats are perfectly browned all over—are juicily delicious as only barbecued meats can be.

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EXOTIC BEAUTY, Amy Hsiao-chang Chiang wears a flowered dress of Chinese patterned silk for a visit to her brother in nearby Berkeley, Calif. Though people often say she looks like the present Madame Chiang Kai-shek, she actually is the granddaughter only of Chiang—through his first marriage. Amy's father is Ching-Kuo Chiang, a lieutenant general on Formosa.



CHIANG'S GRANDCHILD AS A COED

RICHLY arrayed in a Chinese gown, Amy Hsiao-chang Chiang embodies the grace and exotic beauty of the ancient civilization which her famous grandfather, Generalissimo Chiang Kai-shek, represents. In the everyday working clothes of an American college girl (*p. 149*) she blends in happily with the ways of the Western country which Chiang has long admired.

Amy, who is 21, transferred this term from the University of Soochow on Formosa to Mills College for women near San Francisco. Though she speaks English fluently, she is less accustomed to reading and writing it and has had to work pretty hard to keep up with her five courses. Naturally reserved, she is slowly getting used to things like campus picnics and "big sisters" who show new students around. Amy sometimes attends Chinese diplomatic parties in San Francisco, and she often goes out with her brother, Alan Chiang, a freshman at the nearby University of California. But so far she has never ventured out on an American date.

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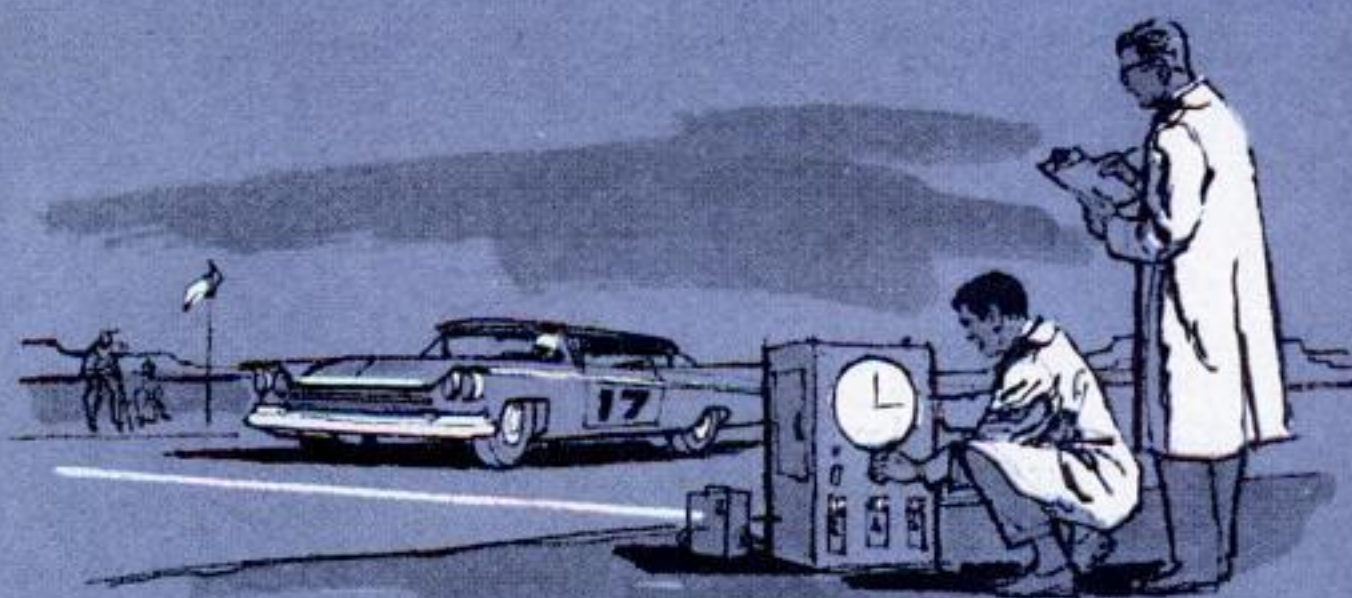
Tom McCahill, noted car-test expert for MECHANIX ILLUSTRATED, has tested more than 400 cars — driven over a million miles — written hundreds of magazine articles. He has been called "a one-man Bureau of Standards". What Mr. McCahill says about Low-Profile is typical of the praise we are getting from car experts — as well as motorists — across the country.



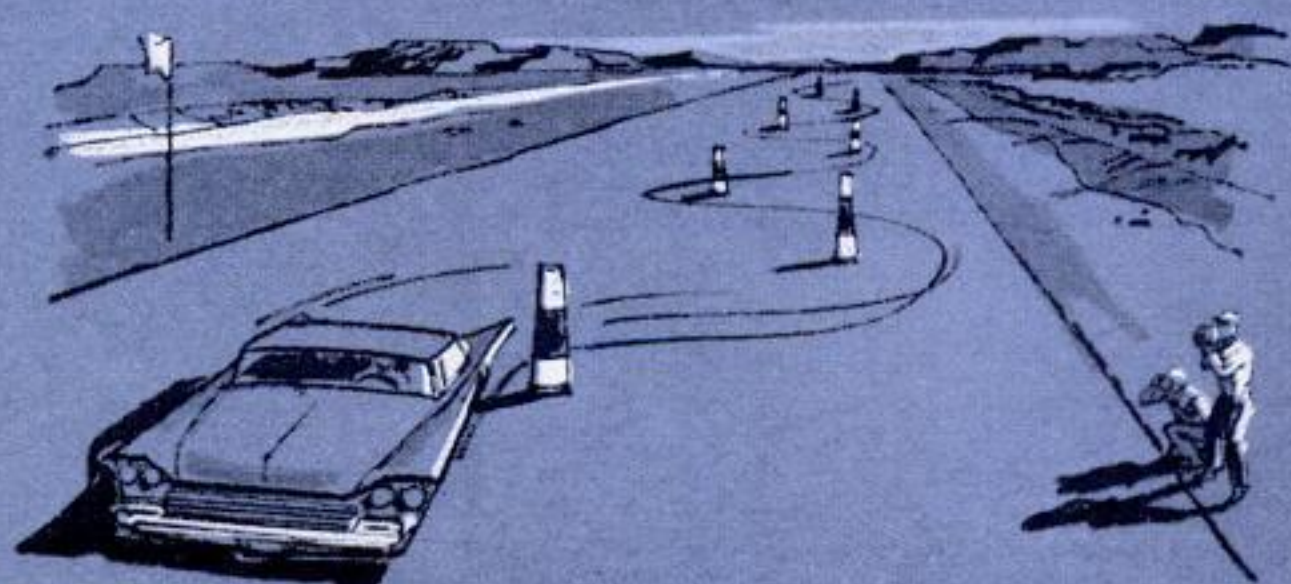
SAFE AT SPEEDS FAR HIGHER THAN YOU'LL EVER DRIVE YOUR CAR. At super-highway speed, even an extra 5 m.p.h. increases chances of sudden tire failure. Racing-speed tests prove Low-Profile Tire 8 times more resistant to high-speed failure than ordinary tires!



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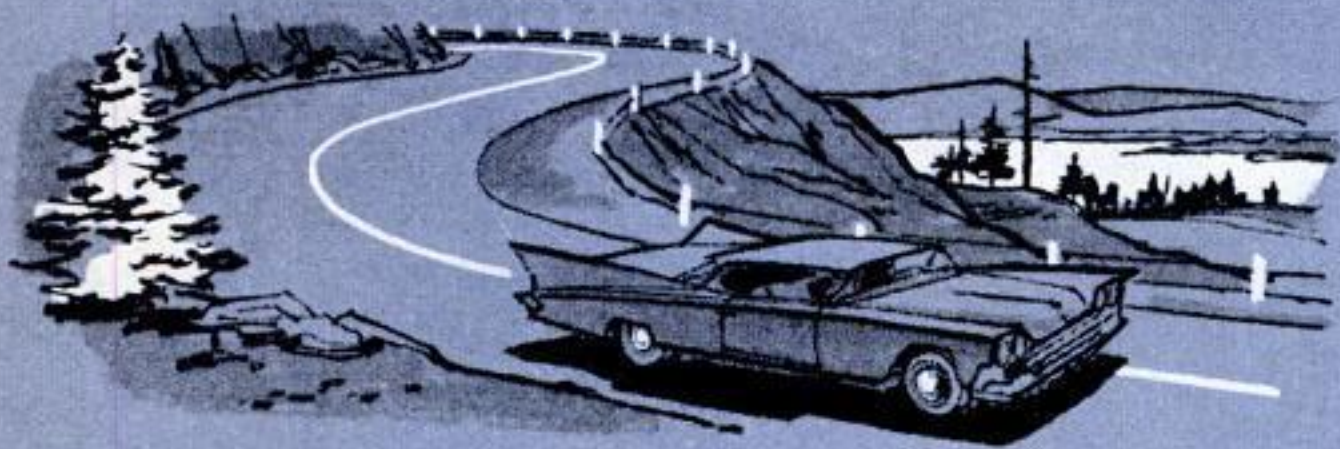
ALL U.S. ROYAL TIRES ARE SAFETY-FIRST TIRES



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these conditions, U.S. Royal has engineered the new Low-Profile U.S. Royal Master Tire. As you can see, it is measurably lower and wider. It is also substantially more stable and durable.

In all the world, there is nothing like the Low-Profile Tire—the new U.S. Royal Master—known everywhere as “the safest tire you can put on your car”. To see it for yourself, look for the Safety-First shield at your U.S. Royal Dealer's. Or ask your car dealer, if you're getting a new car.



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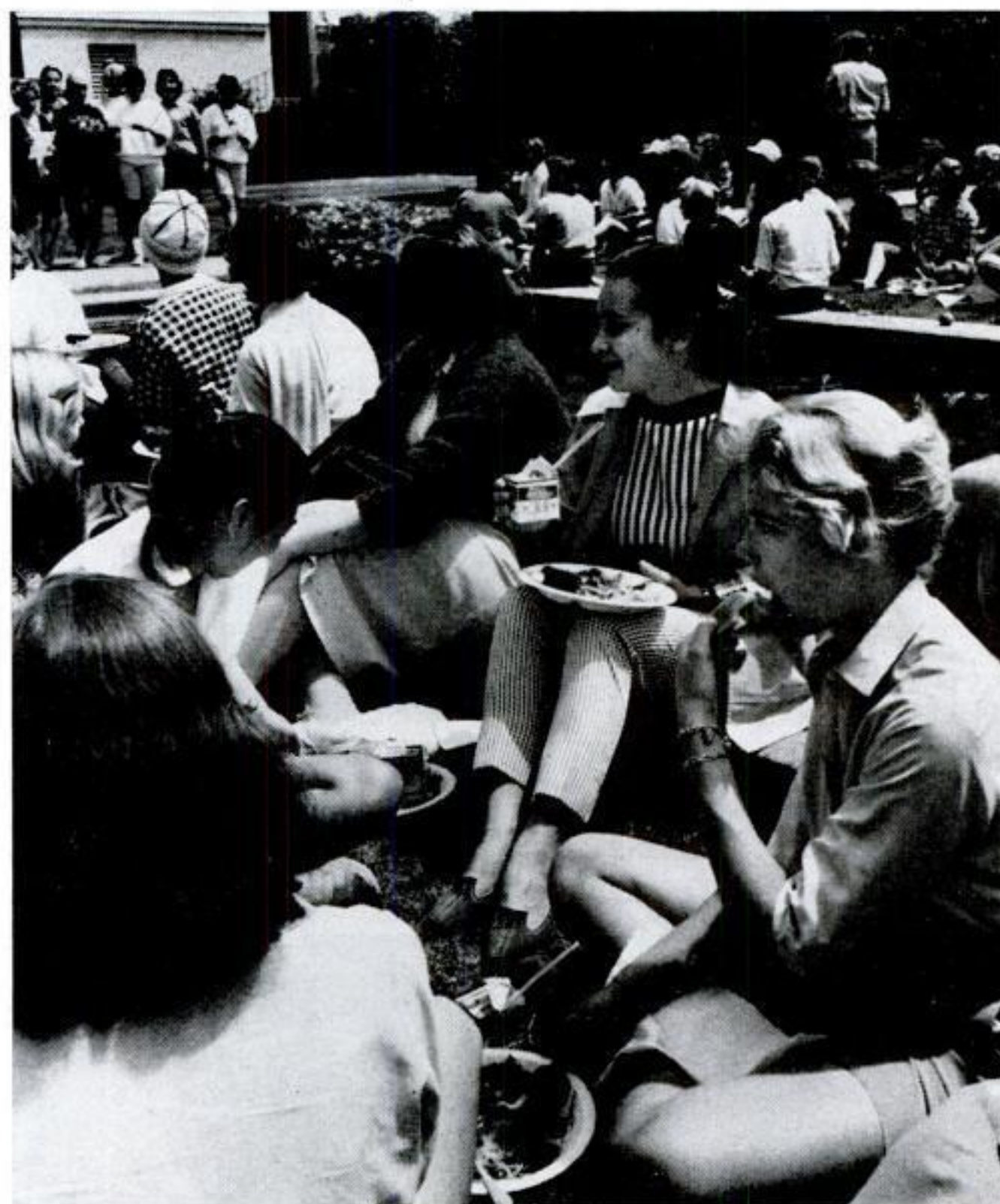
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CHIANG'S GRANDCHILD CONTINUED



AT WORK in the library Amy puts in some between-class study. Besides English literature and writing, she is taking government, art and folk dancing.



AT FIRST PICNIC, a campus party called Hey-Day Play-Day, Amy wears her first pair of American slacks, gets used to paper plates and drinking straws.



IN GOSSIP SESSION Amy listens to Diane Giunta (*left*) and Sandra Moseley. At first she had trouble following U.S. slang but now is catching on.



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Mr. Smith is a symbol of all the people who have been making Alexander Smith carpets and rugs for 114 years, and this fine old craftsman is making them better than ever today. Good example: "Hallmark" (carpet shown), a unique new non-directional twist broadloom of choice, heavy wool yarns. Luxurious yet economical because this new weave minimizes waste in piecing, matching, seaming—and texture looks beautiful from any angle. In 11 contemporary colors. About \$11.95 a square yard. Be sure to ask about easy payment plans. Slightly higher in the West.

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Left untreated, Athlete's Foot fungi burrow, spread. In advanced stage, like ringworm of the foot above, see your physician or podiatrist.



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America's No. 1 Formula for Athlete's Foot

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W. F. Young, Inc., Springfield, Mass.



OLD DIVERSION for Amy, who studied music on Formosa, is playing Strauss and Chopin waltzes on piano in Orchard-Meadow Hall, her dormitory.



NEW FRIENDS, Toni Greene of Fresno and Nancy Cheung of Hong Kong, join Amy on way to class. "Things get hectic," says Amy, "but I like it here."

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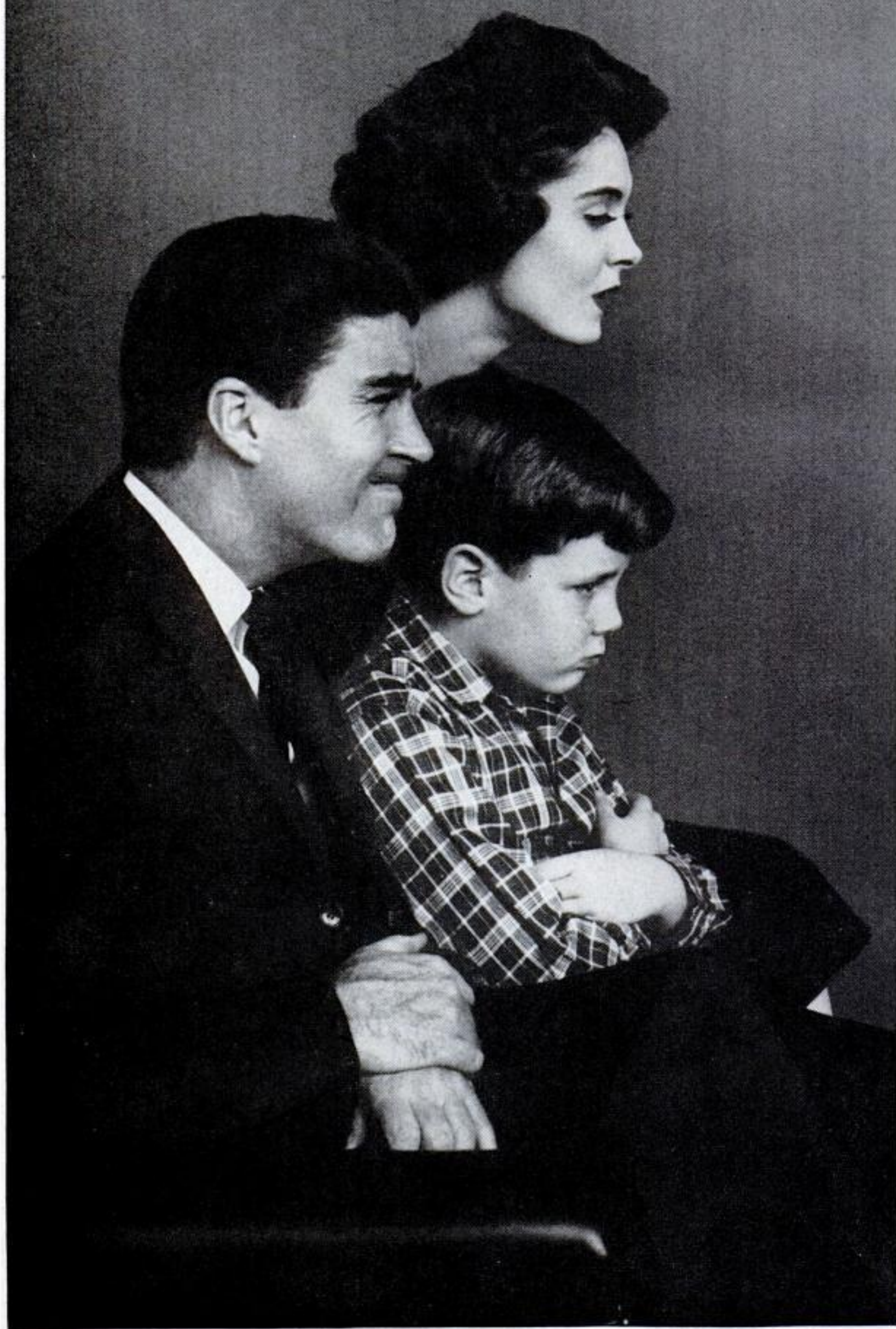
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An all-new tube is your best value...
Look for the ALL-NEW Warranty

There are two kinds of television picture tubes on the market. One is the brand-new, all-new kind just as you would have if you bought a new 1959 set. The other is a rebuilt or reconditioned tube which has its place, when you buy it for exactly what it is.

There are two kinds
of replacement tubes...
be sure you get
what you pay for



our TV serviceman now has an important
new ally in assuring your confidence when
you choose an all-new tube. The all-new war-
ranty tab, for you to mail back to the manu-
facturer, spells out its pedigree of all-new
glass and all-new parts.

The special reason this is important is that

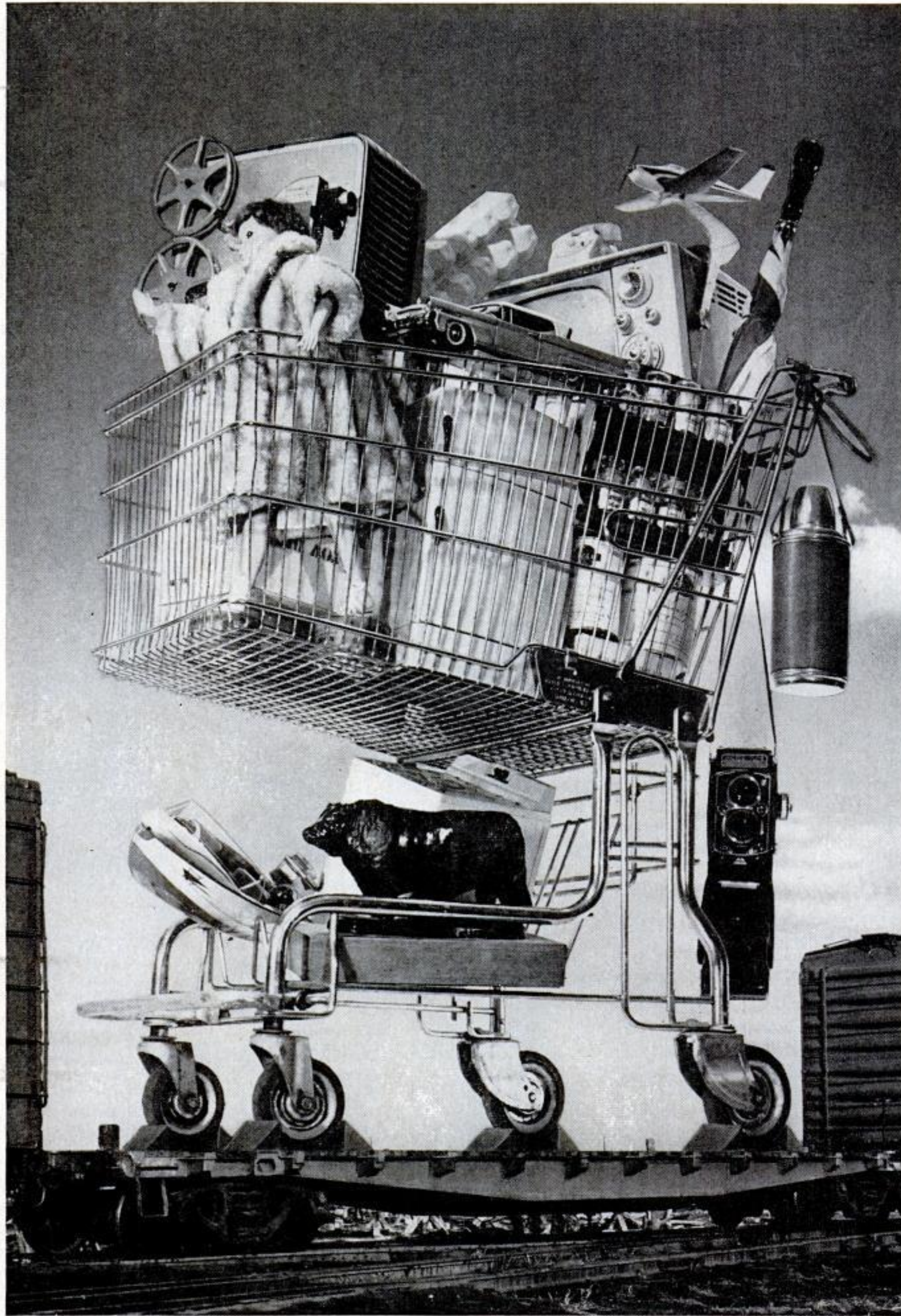
technology has rapidly advanced in the
manufacturing operations which serve the
television industry, and previous abilities to
assure uniform quality are being far exceeded
today.

Today's brand-new tubes represent your
best assurance of viewing pleasure. So when

your present TV picture tube starts to fade,
fog or fuzz, look for an all-new tube replace-
ment that bears the all-new warranty tag.

This advertising message is presented by Kimble
Glass Company, maker of scientific and electronic
glass products, a subsidiary of Owens-Illinois, Toledo
1, Ohio.

How to have a boom without a bottleneck



**\$1,100 more spending money
per family...**

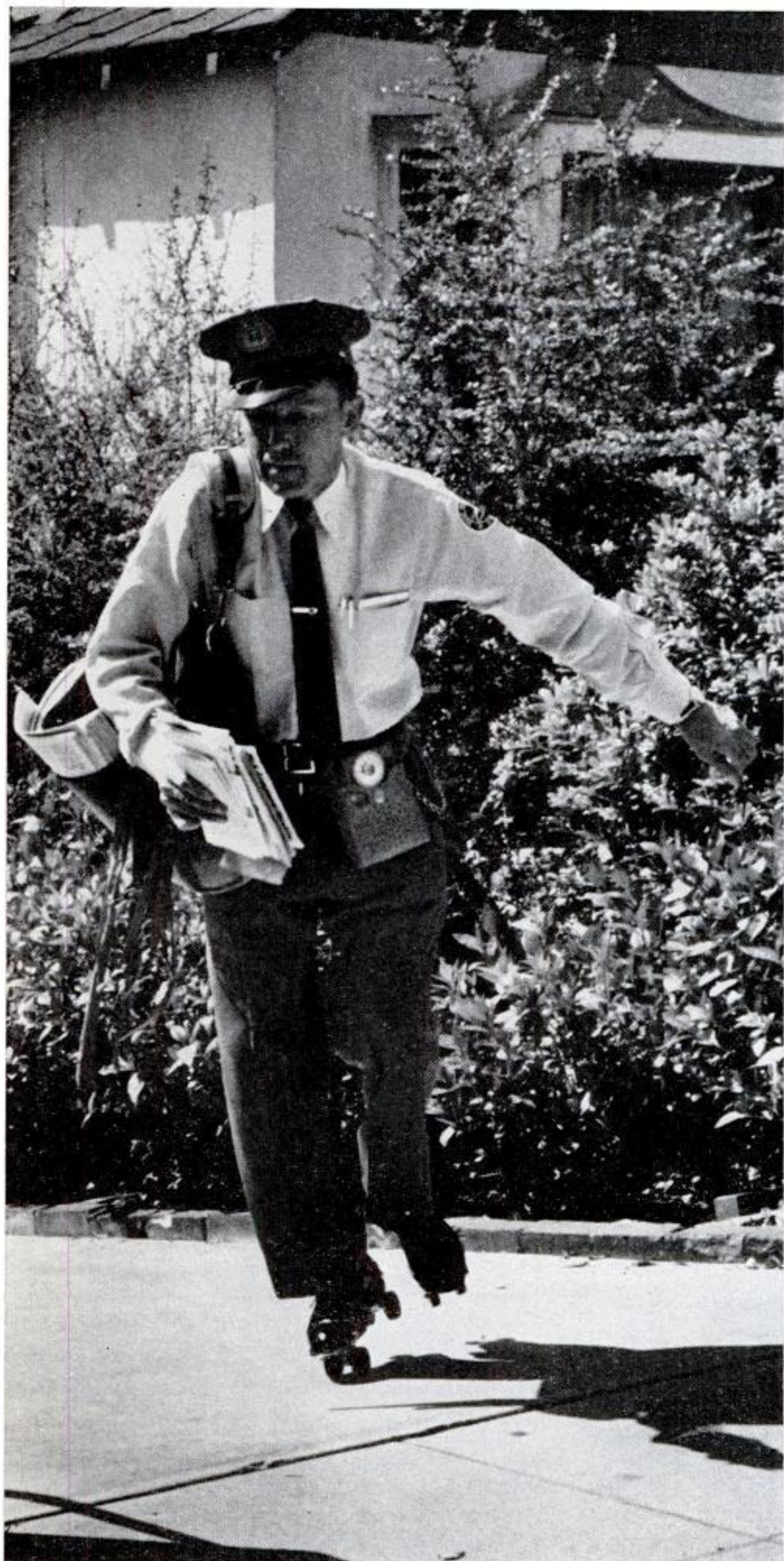
Thirty-three percent more goods...
in just ten years...

Economists see growth and prosperity in your future. American ingenuity and skill will produce more of the things you want to buy...and you will have more money to buy them.

The production boom will depend largely on the efficient, low-cost transportation which only the railroads can provide. In 1969, there'll be 500 billion *more* ton-miles of freight to move each year.

Financially sound, progressive, and strong railroads are essential to a dynamic American economy and to our national defense. It is of vital interest to everyone that the railroads be given the equality of treatment and opportunity upon which their future health depends.

**ASSOCIATION OF
AMERICAN RAILROADS
WASHINGTON 6, D. C.**

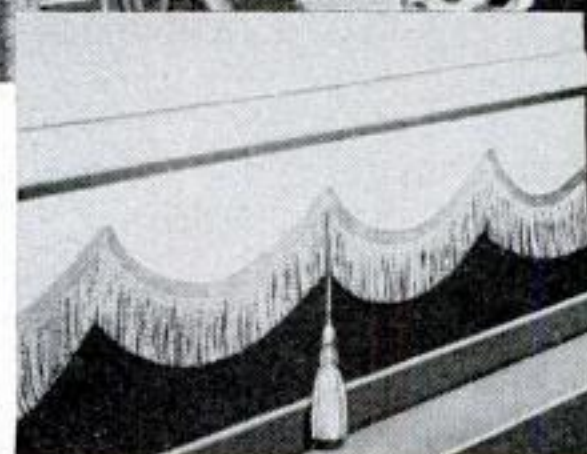


PIVOTING ON ROUTE, Letter Carrier Allan Bond skates nimbly with load toward a customer's mailbox. He listens to transistor radio attached to belt.

A POSTMAN ROLLING HIS ROUNDS

In Sierra Madre, Calif. housewives recognize the arrival of the day's mail by the clickety-click of roller skates on the sidewalk and the rising hum of a radio. The sounds come with Postman Allan Bond, who finds that roller skating and radio listening make the completion of his appointed rounds much swifter and far more pleasant. A professional musician after hours, Bond at first tried running over his 13-mile route so that he could get home early enough for saxophone practice. Now he roller-skates about half of his route, taking his skates off when he has to go up or down a steep hill.

Bond says the skates help him avoid boredom and blisters and also save him about an hour for saxophone playing. But they are not fast enough to overcome the mailman's traditional hazard, pursuing dogs, and they subject him to a new hazard. Kids along the route use him as a moving target for guns and arrows in cowboy-and-Indian games.



with
Joanna Window Shades

Joanna Window Shades set the pace for tasteful window decoration. Strikingly styled in many popular colors, they give your home a neat, trim, well-groomed appearance. And, Joanna Shades offer positive protection for your expensive furnishings from sun damage.

Pretty and practical, they're moderately priced. For instance, Joanna's *Excelsior* Shades start at only \$2.19 for a standard 36-inch by 6-foot size. Custom made sizes and decorator styled hems extra.

Send 10¢ for 24-page color booklet "Something Beautiful Between You and the Sun."

JOANNA WESTERN MILLS COMPANY

Department L-5
22nd and Jefferson Streets
Chicago 16, Illinois

LOOK FOR THIS
TRADE MARK
WHEN YOU BUY
AN AIR-COOLED
SEAT VENTILATOR
FOR YOUR CAR!

Permits air to circulate
between you and
hot upholstery.

made of Patented

LEV-L-TOP COILS

TRADE MARK

U.S. Pat. Nos. 2,801,679, 2,801,680, 2,801,681

Other U.S. and For. Pats. Pend.

At Auto Supply Stores

HOFFCO
HOMOGENIZED LIQUID

SHOE DRESSINGS

GIVE YOU POSITIVE LEATHER PROTECTION
AT SHOE STORES, REPAIR SHOPS EVERYWHERE



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WATER
PROTECTION**
at its Finest

**PATENTED MASONRY
PAINT FINISHES
and
TREATMENTS**

Sta-Dri, Brentwood, Md.



Guaranteed Quality Since 1892

LINZER
Brushes

flo-controlled
PAINT BRUSHES

- PURE BRISTLE
- CHINESE BRISTLE
- 100% TYNEX NYLON
- BRISTLE & OXHAIR

The brush with the famous "dynamic action bristle" that assures a perfect job every time.

DAVID LINZER & SONS, Inc.

10-20 Astor Place • New York 3, N. Y.

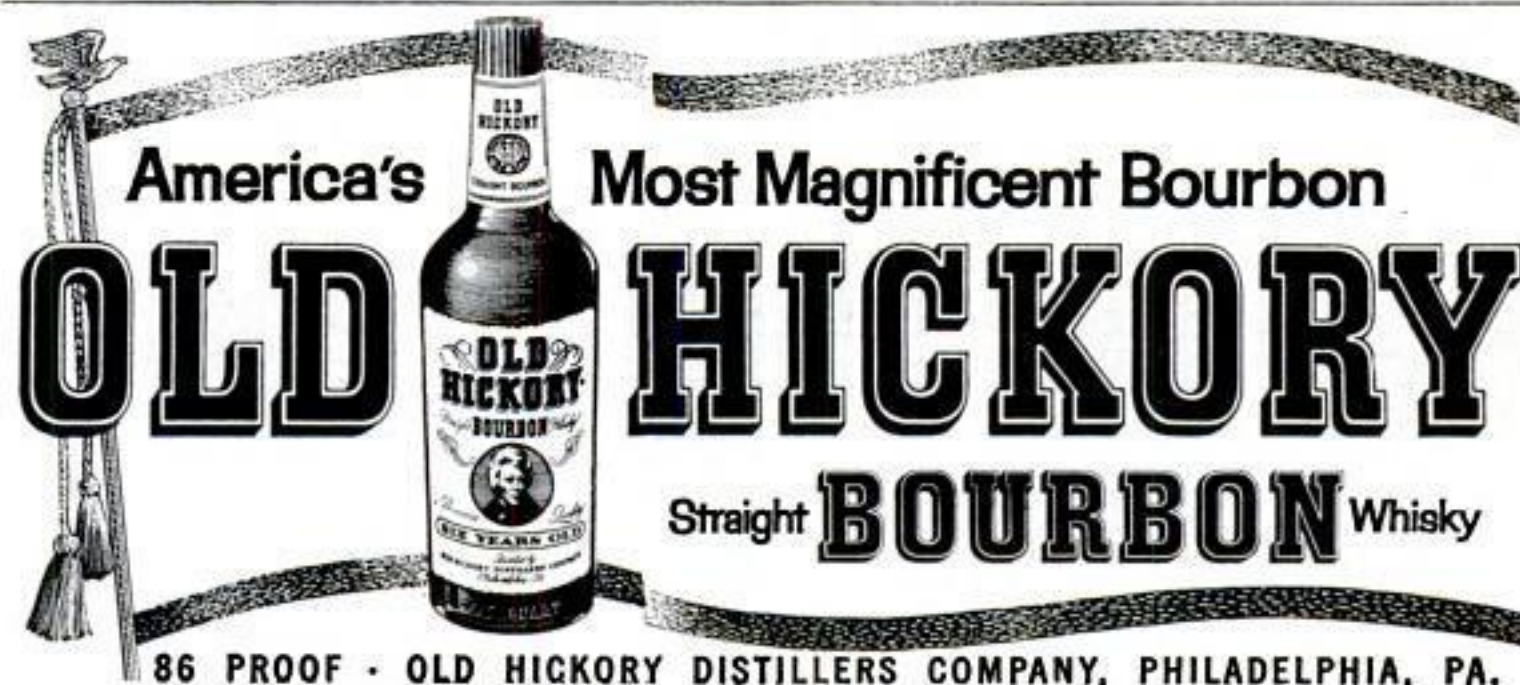
What
glue
for



Speedy squeeze bottle. No muss, no fuss. Dries fast, clear and strong! Building or fixing, best all-purpose glue you can buy.

Send stamped, self-addressed envelope for Free copy of "Elmer's Guide to Good Gluing". Write Elmer, The Borden Company, Dept. 5-A, 350 Madison Avenue, New York 17, N. Y.

BORDEN'S PRODUCTS FOR THE HOME HANDYMAN



86 PROOF • OLD HICKORY DISTILLERS COMPANY, PHILADELPHIA, PA.

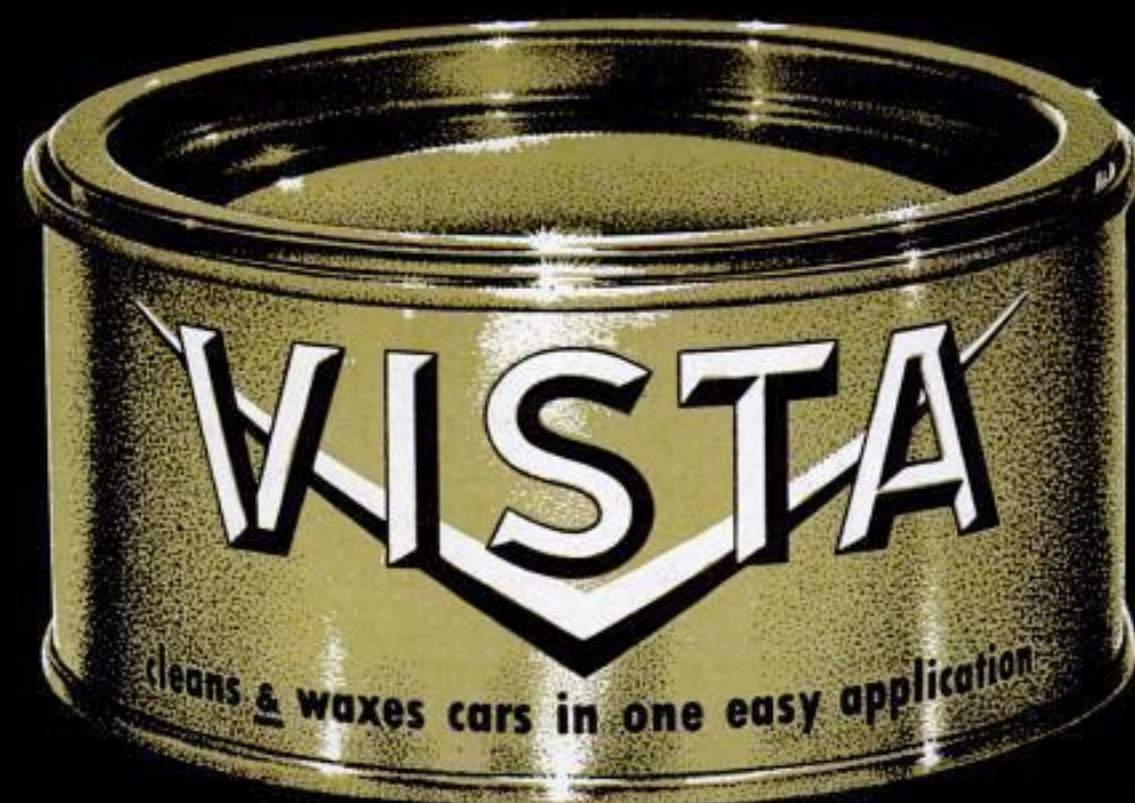
that beautiful VISTA shine



The new acrylic finish on the hood of this '59 Buick was cleaned and waxed with Vista in 7 minutes flat. Result: a beautiful, tough coat of real paste wax that will protect for as long as 6 months. Try Vista. In the bright gold can.

It's an easier shine—Vista cleans
and waxes in one quick step
It's a lasting shine—Vista protects
as only paste wax can

ALL CAR FINISHES—new acrylics, melamines, lacquers, and enamels—look better, last longer, shine brighter with Vista care.



SIMONIZ MAKES IT



IN BELLOWS FALLS, VT., ON SECOND DAY OF THEIR TRIP, DARTMOUTH STUDENTS PORTAGE DOWN MAIN STREET TO AVOID FALLS ON CONNECTICUT RIVER

From Dartmouth to Sea by Canoe

COLLEGE BOYS PADDLE 218 MILES TO KEEP UP 200-YEAR TRADITION

Two centuries ago a Dartmouth student named John Ledyard, class of 1776, chopped down a pine tree on campus, hollowed it out and paddled down the Connecticut River toward Long Island Sound. He later became a world-famous traveler, but Dartmouth remembers him best for his canoe trip. Now each spring, when the Connecticut is in flood, Dartmouth students keep up the Ledyard tradition by making the same 218-mile voyage.

This year 16 students in eight canoes made the trip in five days and four nights. In most ways they had it easier than Ledyard. Girls from the colleges along the way entertained them with picnics and cooked suppers for them. They stopped at riverside diners for breakfasts and lunches.

One old grad type gave them a cocktail party and put them up overnight. Best modern convenience of all, however, were automatic laundries where they could dry out themselves and their clothing.

But the uncomfortable side of canoeing still remained. Dripping paddles and dripping skies kept the voyagers wet and cold. Blisters formed under the blisters on their hands. There were seven wearying portages around dams or falls. Through it all the boys assured each other the trip was "rewarding," keeping up the spirit which helps the Dartmouth canoe trip tradition grow stronger year by year. Dartmouth's dean has noticed, however, that the same boys almost never make the trip twice.



GETTING UNDER WAY early each morning took will power. Here Rick Ellis squints into the glare of the sunrise as the group navigates in smooth water.

PORTAGING around falls at Vernon Dam. Peter Knight (*left*) and Dan Daniels lower their canoe into the water as other canoers pick their way across flotsam.

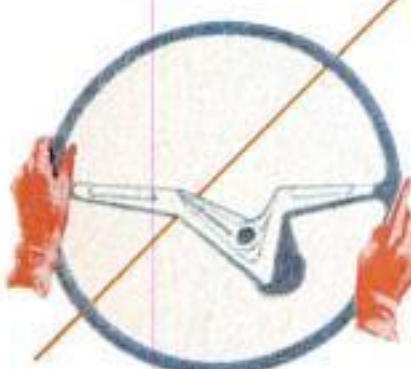


CONTINUED

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Proven Quality... standard on every '59 Olds!
Above: Ninety-Eight Convertible Coupe.

 *Spirits go up... when tops go down! Put yourself in the driver's seat of this dashing Olds convertible. Take the wheel... get that New Olds Feeling of quality, craftsmanship and performance. Choose a glamorous Ninety-Eight, exciting Super 88, or a value-packed Dynamic 88. Now's the perfect time to visit your Olds dealer!*

OLDSMOBILE
DIVISION OF GENERAL MOTORS CORPORATION

Forever Smart, So Young at Heart

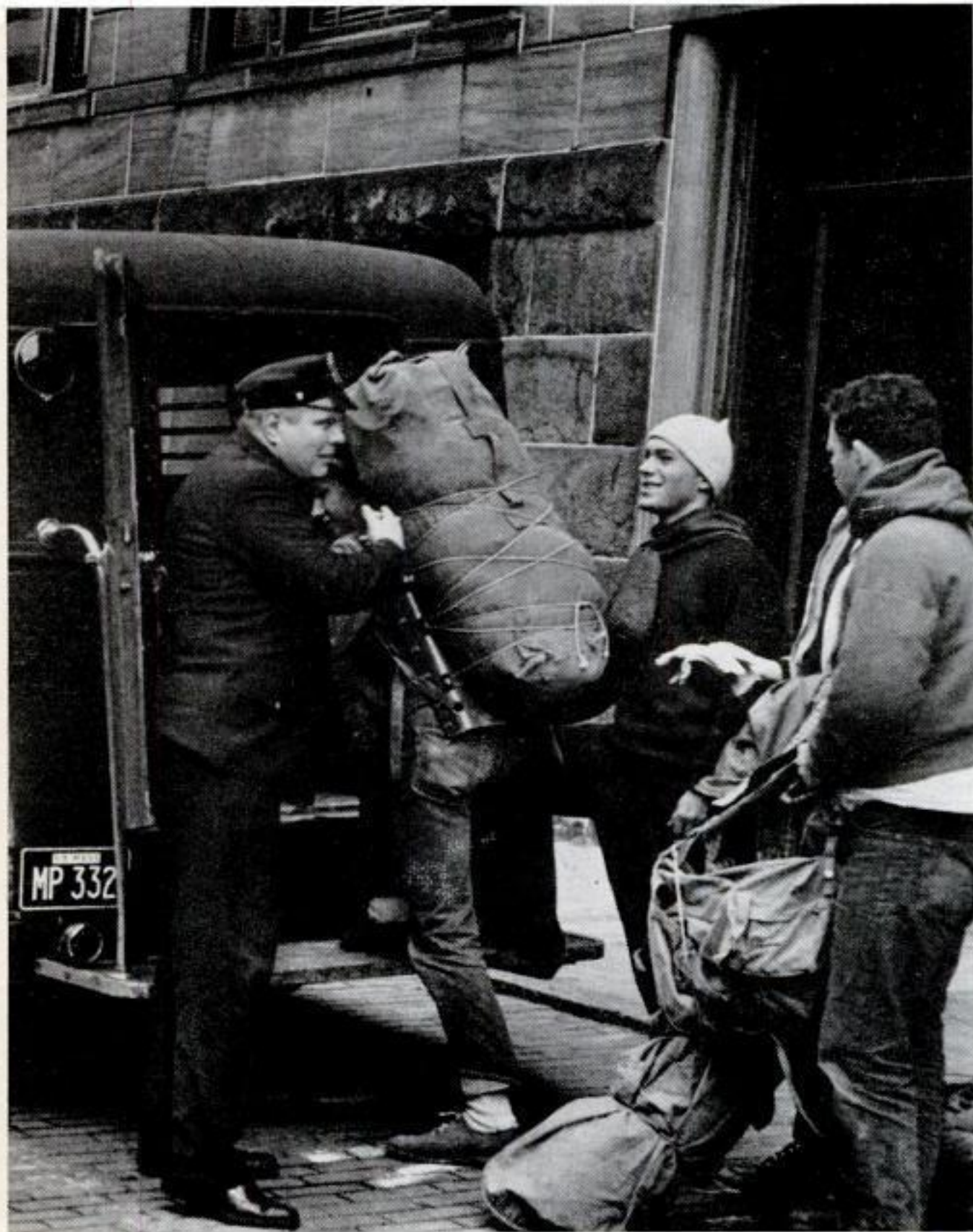
Elegance, grace, trimness of line—these describe the look of today's America and its people. For the new light look is everywhere, engaging and flattering.

Move toward the light look. Look smart. Stay young and fair and debonair. Be sociable. Have a Pepsi—the lighter Pepsi of today, reduced in calories.



PEPSI-COLA the *Light* refreshment





HELP FROM POLICE came in Holyoke, Mass. where boys were taken to police station for a night's lodgings, then back in paddy wagon to the canoes.



HELP FROM GIRLS came near Springfield, Mass. where Smith girls welcomed them. Here Harriett Parsons pulls off Peter Knight's waterlogged boots.

CONTINUED

Fun around the Sun indoors and out with new All Transistor General Electric Portable Radios



Model P 795

● LUXURY STYLING—RUGGED DURABILITY. Handsome durable case with contrasting grille. Luggage-type fold-down handle. Full 4-inch high-sensitivity speaker. Plays on low-cost flashlight batteries. Long-life printed circuit chassis. Choice of colors at no extra cost.



Model P 805

● EXTRA POWER at a sensational low price. Big 3½-inch high-output speaker. Convenient fold-down handle. Earphone accessory and carrying case available. Choice of colors.



● SEVEN-TRANSISTOR rechargeable pocket radio. Batteries play thousands of hours—recharge automatically...put radio in leather recharger-travel case and plug in to any AC outlet. Choice of colors.



Earphone Accessory available at extra cost.
Model P 785

Watch the G-E College Bowl every Sunday on CBS-TV. See your local paper for time and channel.

90-day written warranty on both parts and labor. Full one-year warranty on portable radio cabinet. General Electric Company, Radio Receiver Department, Bridgeport 2, Connecticut.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

wouldn't you spend just \$4⁹⁵ for the
happiest holiday under the sun?

that's the cost
of one
bottle of

AQUA IVY TABLETS

that can give you
proven
immunity
to poison ivy!



What does it take to have the happiest holiday under the sun?—AQUA IVY, AP,® TABLETS!
AQUA IVY doesn't just treat poison ivy and poison oak — it can actually prevent 'em.
Tests prove it!

But you should start taking AQUA IVY now...while there's still time to build
complete immunity...immunity that lasts all season long!

AQUA IVY TABLETS are safe—even for youngsters. They are available
at your own drugstore without prescription...In Canada too.

Start your family on AQUA IVY TABLETS today!

Send for free booklet—"Facts You Should Know
About Poison Ivy and Poison Oak"



SYNTEX CHEMICAL COMPANY, INC., Dept. L7, Box 1306, New York 17, N. Y.

UPSET stomach?

KEEP YOUR TUMMY
UNDER TUMS CONTROL!



TUMS ARE ECONOMICAL—3 ROLLS ONLY 25¢



Are you sure the
wall paint you plan
to buy goes on as
smooth, dries as fast
and washes as well
as those wonderful



**LOWE BROTHERS
PAINTS**

Mounties PHOTO CORNERS

LOOK BETTER • LAST LONGER!

10¢ & 25¢ SIZES AT CHAIN, DRUG, VARIETY STORES

CORNS

also Calluses. Quick,
easy, and economical.
Just rub on. Jars, 35¢
and 60¢. Buy Mosco
at your druggist.

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Your money refunded
if not satisfied. The Moss
Company, Rochester, N.Y.

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Thoughtful design, superb craftsmanship plus
best furniture and appliances. A fine, complete
home by any standards. Send for free folder.
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Smile at the Sun
IN
Rayex
MINALITE SUNGLASSES
Protect your eyes from searing skies
with Rayex MINALITE, the scientific
lens that lets you look at the sun! Sees
you through the sunniest day in smart
cool comfort... keeps glare OUT, lets
natural color THROUGH. Silicone-coated
... anti-fog and scratch resistant.
There's a Rayex style priced for
you, at better stores everywhere.
RAYEX CORP., FLUSHING, N. Y.
Also Makers of SUNEX Sunglasses
FINEST EYE PROTECTION UNDER THE SUN!

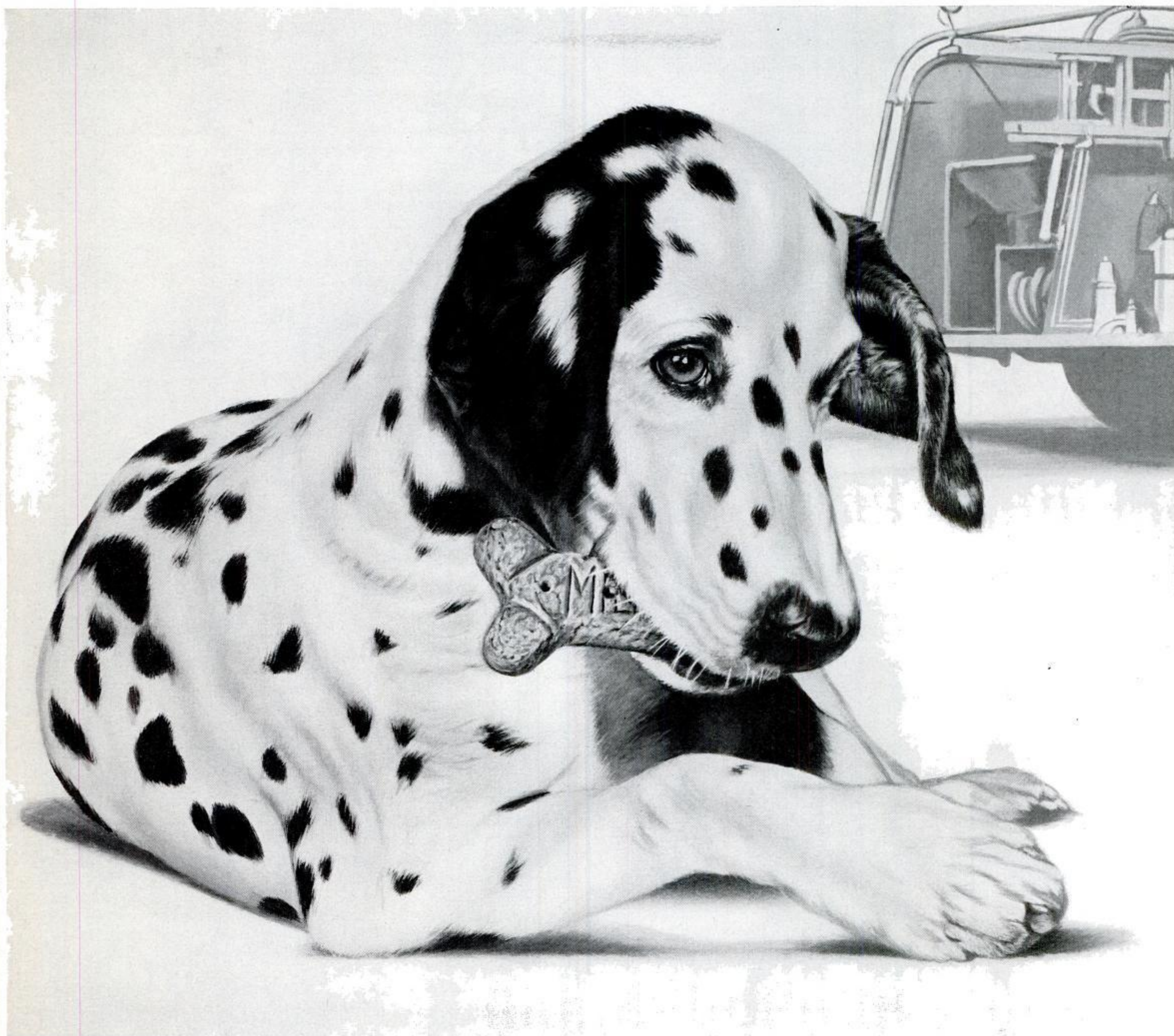
CANOERS CONTINUED



PIGGYBACK GAME was played at party given them by John Escher at Higanum Landing, Conn. Eschers have entertained canoers for past three years.



CHILLED COMPANION, Pixie Church joined boys for last day. Here, wet and weeping from cold, she steps out at Old Saybrook point at journey's end.



Milk-Bone satisfies the bone hunger of your dog

Milk-Bone Dog Biscuit looks like a bone, chews like a bone—provides chewing exercise plus vital nutrition.

Gnawing a bone is second nature to a dog. He needs to chew, and knows it.

But bones are few in today's kitchens, and most that are available are not safe or good for your dog. Therefore, the modern dog is bone-hungry.

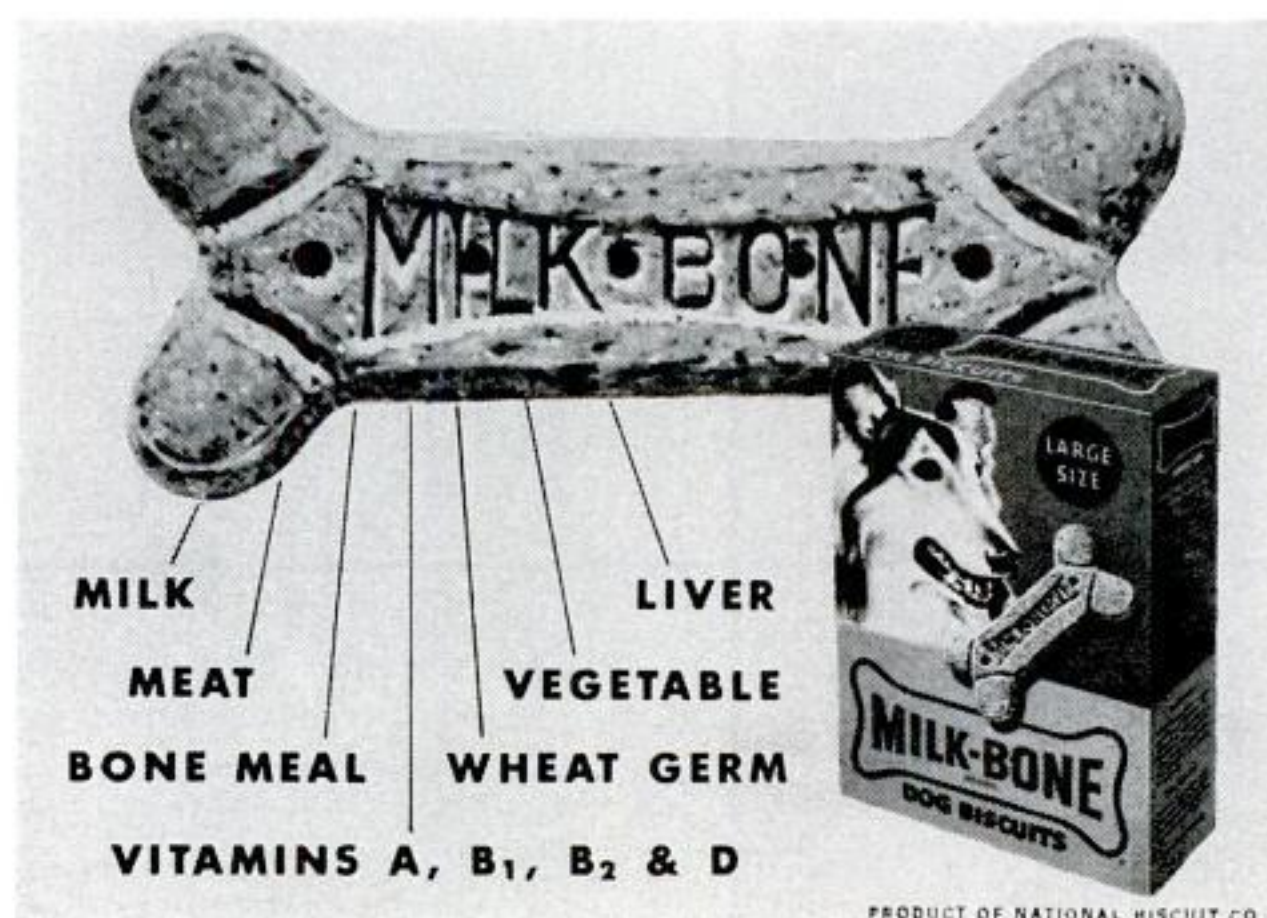
The answer is Milk-Bone, the biscuit that looks and chews like a bone—but provides far more nourishment,

including milk, meat, bone meal and vegetables. Unlike other biscuits, Milk-Bone contains *only* natural flavors and color. Nothing artificial is added.

Whatever else your dog eats, he *needs* Milk-Bone to satisfy his bone hunger. Get Milk-Bone in the size biscuit that suits your dog best—small, medium, or large.



FOR MAIN MEALS—PAL DOG DINNER
A new, scientifically tested complete dog food. High in protein—Tasty — Nutritious.





KNOWING NOSE FOR A NARCISSUS

It was a time for deep-breathing the spring sweetness of the fresh grass and flowers around the Children's Nature Museum in Charlotte, N.C. Among those caught by the heavy fragrance in the air was Stinky, the museum's skunk, whose name is really a misnomer because he is

de-skunked. But he is still very interested in the smell of other things. Nosing around his pen, he was attracted by a narcissus blooming near the fence. Stinky stepped up and took a long wistful sniff that could be appreciated only by a skunk without an odor to call his own.



Only the Calvert Hand of Skill blends

A WHISKEY WITH SO MUCH POWER TO PLEASE!

This is the hour. The day's concerns ease and fade, and the best of all worlds is the one lighted by your own lamp. This is the hour for Calvert Reserve... the whiskey with more power to please. Calvert is blended

to give you the full strength you want, the easy-going taste you've always looked for in whiskey. Make Calvert Reserve your whiskey. No other has so much power to please!

Calvert Reserve
clear heads agree it's better

BLENDED WHISKEY • FULL 86 PROOF • 65% GRAIN NEUTRAL SPIRITS • ©1959 CALVERT DISTILLERS CO., N.Y.C.

A new idea in smoking!

Salem refreshes your taste



- menthol fresh
- rich tobacco taste
- modern filter, too

Refreshing!...the crystal clear brook...the deep green shades of spring. Refreshing, too...the taste of a Salem cigarette. Through Salem's pure-white filter flows the freshest taste in cigarettes. Here is a whole new idea in smoking...rich tobacco with a new surprise softness. Smoke refreshed...smoke Salem! There's Springtime freshness in every puff...in every pack!

Created by R. J. Reynolds Tobacco Company